



Media Information

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SUBARU OF AMERICA SUPPORTS STUDENTS AND CLASSROOMS IN NEED NATIONWIDE DURING SUBARU LOVES LEARNING MONTH

Automaker Dedicates Month of August to Supporting Students and Classrooms through Partnership with AdoptAClassroom.org

Camden, N.J., Aug 2, 2021 - Subaru of America, Inc. (SOA) today announced the nationwide kickoff of [Subaru Loves Learning month](#), the automaker's initiative to make learning more accessible for kindergarten to 12th grade (K-12) students nationwide. While Subaru supports education year-round, August is dedicated to bringing awareness and support to schools and students that lack the supplies, learning materials and resources they need. Working with [AdoptAClassroom.org](#), Subaru retailers will support the purchase of supplies, materials and tools needed to help classrooms and students in their communities succeed. The nationwide effort will benefit more than 114,000 students and more than 4,700 classrooms.

"This August is particularly special for Subaru as we launch our nationwide effort to encourage and improve the pursuit of learning for students by helping to supply them with the classroom resources they deserve," said Thomas J. Doll, President and CEO, Subaru of America, Inc. "Education is critical to nurturing the intellectual growth of young people, and we hope our efforts give every student the opportunity to learn and succeed to their highest potential."

While hands-on learning material is critical to student achievement, inadequate classroom resources continue to threaten the success of students and schools. According to [AdoptAClassroom.org](#), 92 percent of classrooms have students whose families cannot afford to purchase any school supplies for their children. Educators often fill the gap, spending an average of \$750 a year out of their own pocket. As part of the Subaru Loves Learning initiative, SOA and more than 600 participating Subaru retailers across the country will partner with high-need schools in their communities to help supply classrooms with the resources they deserve. Ultimately, hoping to assist educators and reinforce student success and future achievement for K-12 students in the United States.

Since 2017, the Subaru Loves Learning initiative has donated over 277,000 science books to schools and strives to continue its commitment to making learning accessible, simply because it is the right thing to do. Recognizing the ongoing need for students and educators to have ample resources for academic achievement, Subaru is committed to enhancing the educational experience for students K-12.

“We are incredibly grateful for the partnership with Subaru and their commitment to advancing equity in education,” says Ann Pifer, executive director of AdoptAClassroom.org. “Thanks to their Subaru Loves Learning initiative, and the enormous generosity of their more than 600 Subaru retailers across the country, we are able to equip hundreds of thousands more children for learning and thriving in school.”

To learn more about AdoptAClassroom.org, visit [AdoptAClassroom.org](https://www.adoptaclassroom.org).

For information about Subaru Loves Learning and to find out more about the partners that Subaru supports, visit <http://www.subaru.com/learning>.

About AdoptAClassroom.org

AdoptAClassroom.org believes every child deserves the tools and materials they need to learn and succeed in school. The national, tech-based nonprofit connects donors and sponsors with PreK-12 teachers and schools to help equip more classrooms and students with school supplies. Since 1998, AdoptAClassroom.org has raised \$57 million and supported more than 5.8 million students across the U.S. The 501(c)(3) holds the highest 4-star rating from Charity Navigator and the highest transparency rating offered by GuideStar. For more information, or to make a donation, please visit www.adoptaclassroom.org.

About Subaru of America, Inc.

[Subaru of America, Inc.](https://www.subaru.com) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](https://www.subaru.com) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](https://www.subaru.com) is the only U.S. automobile manufacturing plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](https://www.subaru.com), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do. For additional information visit [media.subaru.com](https://www.media.subaru.com). Follow us on [Facebook](https://www.facebook.com/subaruofamerica), [Instagram](https://www.instagram.com/subaruofamerica), [TikTok](https://www.tiktok.com/subaruofamerica), and [YouTube](https://www.youtube.com/subaruofamerica).