



# Media Information

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## SUBARU SUPPORTS PET ORGANIZATIONS THROUGH ADOPTION EVENTS DURING SUBARU LOVES PETS MONTH

Automaker Seeks to Unite Shelter Pets with Loving Homes at Retailer Pet Adoption Events Throughout October

Camden, N.J., Oct 3, 2022 - Subaru of America today announced the return of Subaru Loves Pets™ Month, a time dedicated to supporting and celebrating shelter pets through the [Subaru Loves Pets](#) initiative. Together with its nationwide network of retailers, Subaru is doubling down on efforts to unite animals with loving homes, with a special focus on the older, physically challenged and “different” dogs Subaru lovingly calls “Underdogs,” often the last to be adopted.

According to the [ASPCA®](#) (The American Society for the Prevention and Cruelty of Animals®), nearly 6.3 million companion animals enter shelters nationwide annually. To help find loving homes for these animals, more than 600 Subaru retailers will partner with local shelters, rescues and animal welfare organizations throughout October to host in-person and virtual adoption events. Participating retailers will donate \$100 to the organizations for every pet adopted in October, up to \$3,100.\* In addition, Subaru will donate \$20 to the ASPCA with every purchase of select pet-friendly accessories – including pet harnesses, seat protectors and travel bowls – through [Subaru Parts Online](#) \*\* and \$1 for each “Animal” badge ordered through [Subaru Badge of Ownership](#) throughout October\*\*\*.

“We advocate for adopting from pet organizations year-round, but October is particularly special as we devote the entire month to uniting pets across the country with the loving homes they deserve,” said Alan Bethke, Senior Vice President of Marketing, Subaru of America, Inc. “Our Subaru community is incredibly passionate about animal welfare, and together with our retailers, we’re proud to help make the world a better place for pets everywhere.”

Subaru Loves Pets Month will culminate in the fourth annual [National Make A Dog’s Day](#) on October 22, a Subaru holiday that invites dog-lovers everywhere to go the extra mile for their pup. To celebrate, Subaru invites dog owners to do something special for the furry friends in their lives and share on social media using #MakeADogsDay. For those who are yet to be pet parents, Subaru invites Americans to consider adopting a shelter pet or “Underdog.”

To highlight Subaru Loves Pets and National Make A Dog’s Day, Subaru is launching a national dog-focused advertising campaign and will showcase pets in commercials on broadcast and digital platforms all month long. The automaker’s creative will feature the “ [Underdogs](#),” and the :30 spot will run on national TV in programs including TODAY Show, Good Morning America, college football, The Tonight Show and across networks

such as ABC, CBS, NBC, Animal Planet, and Discovery. The “Underdogs” spots will also be featured across streaming and digital platforms including Hulu, Roku, and YouTube.

Subaru has a long history of supporting pets in need and the Subaru Loves Pets initiative has helped support the adoption of nearly 60,000 animals from local animal welfare organizations. Since 2008, Subaru has donated more than \$42 million to national and local organizations to support the rescue, transport, and adoption of nearly 350,000 pets.

To learn more about the Subaru Love Pets initiative, please visit [www.subaru.com/pets](http://www.subaru.com/pets) and follow #SubaruLovesPets and #MakeADogsDay.

*\*Disclaimer: Subaru Retailers will donate \$100 for every pet adopted from partner shelters from October 1, 2022 through October 31, 2022, up to \$3,100 in total.*

*\*\*Disclaimer: Maximum donation of \$10,000. Donation applies to orders placed from 12:01 AM ET Saturday, October 1, 2022 through 11:59 PM ET Monday, October 31, 2022, through participating retailers' Subaru Parts Online websites. Rear Bumper Protector Mat is excluded from promotion.*

*\*\*\*Disclaimer: Maximum donation of \$5,000. Applies to orders placed from 12:01 AM ET Saturday, October 1, 2022 through 11:59 PM ET Monday, October 31, 2022 through badgeofownership.com.*

#### **About Subaru of America, Inc.**

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) 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.](#) 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](#), 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](http://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).