

Media Information



Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Diane Anton
(856) 488-5093
danton@subaru.com

Adam Leiter
(856) 488-8668
aleiter@subaru.com

SUBARU TEAMS WITH ACTOR MAX GREENFIELD AND ADOPTAClassroom.org TO PROVIDE TEACHERS IN HIGH-NEEDS SCHOOLS WITH CLASSROOM SUPPLY FUNDING

- In fifth year of partnership, Subaru remains largest corporate supporter of AdoptAClassroom.org, reaching more than 950,000 students nationwide
- Subaru teams up with actor Max Greenfield to highlight the growing need for equal opportunity for a quality education
- 92% of teachers have students whose families cannot afford school supplies
- Teachers spend average of \$895 out-of-pocket on school supplies, up 50% since 2015

Camden, N.J., Aug 4, 2025 - Subaru of America, Inc. (SOA) today announced that in its fifth year as the largest corporate supporter of AdoptAClassroom.org®, it will have helped support more than 950,000 students nationwide as part of the Subaru Loves Learning® initiative. Subaru, together with more than 630 retailers, will continue to provide teachers with funding for the essential supplies and high-quality resources they need to support student success in the classroom. This year, Subaru has also partnered with actor and education advocate Max Greenfield to help spotlight the growing need for support in classrooms nationwide.

Many families and teachers face significant challenges in securing even the most basic classroom essentials for their students. According to AdoptAClassroom.org, 92% of teachers have students whose families cannot afford school supplies for their children, often leaving educators to cover the cost themselves. The average teacher in the U.S. spends \$895 of their own money each year on classroom materials, an amount that has risen 50% since 2015. As a result, Subaru is working to help make a difference as part of its commitment to being More Than a Car Company®, supporting classrooms across the country and helping ensure students and educators have what they need to start the year strong.

Alan Bethke, Senior Vice President of Marketing at Subaru of America, Inc.: "Helping nearly one million children in high-needs schools feel better prepared to learn and have access to the education they deserve is a rewarding feeling. Educators are among the top professions of Subaru owners, and as the largest corporate partner of AdoptAClassroom.org, we're proud to match their dedication with a program that has tangible results in their classrooms."

Together, Subaru and its retailers are committed to supporting students in high-needs schools by providing teachers nationwide with funding to purchase essential classroom supplies through AdoptAClassroom.org. Many participating retailers will also donate curated school supply kits filled with the most requested materials from teachers, and some

will be going even further, supporting local schools with flexible funding for special projects.

Ann Pifer, Executive Director of AdoptAClassroom.org: “Each year, we see a record-breaking number of students supported, thanks to the incredible commitment of Subaru and its strong community of retailers. As we mark our fifth year of partnership, we’re proud to help provide critical educational opportunities and resources to classrooms across the country. This continued collaboration is a powerful testament to the impact we can make together.”

To launch the 2025 program, beloved actor, author, education advocate, and father of two, Max Greenfield, has partnered with Subaru to adopt a classroom as part of the Subaru Loves Learning initiative. Greenfield visited a local elementary school in Los Angeles that has been supported by the Subaru Loves Learning initiative, where he helped spotlight the impact that funding can have on classrooms as back-to-school season quickly approaches.

Max Greenfield, Actor, Author, and Advocate: “I’ve always had a deep respect for teachers, but becoming a parent gave me a closer look at how much they take on, often going above and beyond without the resources they deserve. That’s why Subaru Loves Learning stood out to me. It’s a conscientious effort to support the people who make such a big difference in our kids’ lives.”

As part of the 2025 program, Subaru will once again be working to support students in the [Camden City School District](#) (CCSD) by adopting 91 classrooms near the automaker’s headquarters in Camden, NJ. This hometown effort will include funding, as well as employee volunteers helping teachers set up their classrooms for the new school year.

To learn more about the Subaru Loves Learning initiative and the partnership with AdoptAClassroom.org, visit subaru.com/learning or follow **#SubaruLovesLearning** on social media.

*High-need is defined as a school that has a Title I Schoolwide Program and/or a school where 40% or more of the student population qualifies for the Free or Reduced-Price Lunch Program.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan.

Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant 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 \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).

About AdoptAClassroom.org

Every teacher should have access to the tools they need to teach. All students should have the resources and supplies they need for a great educational experience. [AdoptAClassroom.org](https://adoptaclassroom.org) is a national nonprofit that partners with PreK-12 teachers, educators, and schools to equip students where they need it most. Today, teachers spend an average of \$895 of their own money on their classrooms each year. More than half of classroom supplies are purchased by the teacher. Since 1998, AdoptAClassroom.org has raised \$74 million and equipped 7 million students across the United States. 90% of all funded classrooms are located in high-needs schools. The 501(c)(3) organization holds the highest ratings from both Charity Navigator and Candid/GuideStar. For more information, or to make a donation, please visit www.adoptaclassroom.org.

