



## Media Information

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### SUBARU BRINGS THE "POWER OF LOVE" TO THE PEOPLE

- Share the Love charity to be chosen on Facebook

Cherry Hill, N.J., Aug 24, 2011 - Subaru of America, Inc. is offering the Facebook community an exclusive opportunity to select one of the charities to be a partner in this year's fourth annual Subaru Share the Love event. To date, Subaru has donated almost \$15 million to Share the Love charities and hopes to donate an additional \$5 million this year.

The Share The Love event donates \$250 for every new Subaru vehicle sold or leased from Nov. 19 through Jan. 3. The new Facebook voting program allows consumers to vote for a charity that will be designated "People's Choice." Online voting will be available exclusively to Subaru's Facebook community. The eligible charities are:

**Teach For America:** Teach For America is the national corps of recent college graduates who commit to teach for two years in urban and rural public schools and become lifelong leaders in expanding educational opportunity. For more information, visit [www.teachforamerica.org](http://www.teachforamerica.org).

**The American Red Cross:** The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. For more information, visit [www.redcross.org](http://www.redcross.org).

**The Children's Miracle Network:** Children's Miracle Network Hospitals started as a televised fundraiser and has grown into a leading children's charity. Millions of children benefit each year by the funds and awareness raised by the organization and its network of 170 children's hospitals across the US. For more information, visit <http://childrensmiraclenetworkhospitals.org>.

**The Make-A-Wish Foundation:** The Make-A-Wish Foundation grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. With the help of generous donors and nearly 25,000 volunteers, the Make-A-Wish Foundation grants a wish every 40 minutes and has granted more than 200,000 wishes in the United States since its inception. For more information, visit [www.wish.org](http://www.wish.org).

"We are pleased to offer this opportunity to Subaru's online community," said Brian Johnson, National Advertising Manager for Subaru of America, Inc. "This lets our customers get directly involved with our partners and allows them to have a say in who Subaru partners with in this year's event."

Online voting runs from Aug. 25 – Sep. 15 and will be hosted on the Subaru of America Facebook page. The charity that receives the most votes during that timeframe will be announced as the fifth charity partner of this year's Share The

Love event. In addition, for the first 200,000 votes, Subaru will donate 10 cents per vote to the charity receiving the vote.

Follow the [Subaru of America Facebook page](#) and [subaru\\_usa](#) on Twitter.

**About Subaru of America, Inc.**

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information visit [www.subaru.com](http://www.subaru.com).