



## Media Information

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### **Subaru Cherry Blossom Festival Of Greater Philadelphia Blooms With Contests, Displays**

Cherry Hill, N.J., May 4, 2011 - Subaru of America, Inc. is once again title sponsor of the Subaru Cherry Blossom Festival of Greater Philadelphia, which runs through April 15. Conceived by the Japan America Society of Greater Philadelphia, the Subaru Cherry Blossom Festival encourages a better understanding of the cultural, social and educational customs of Japan and the United States.

In addition to the title sponsorship, Subaru is excited to support two events in April. To celebrate a Japanese culinary staple that has become hugely popular in the United States, Subaru is sponsoring an amateur sushi-making contest at The Headhouse restaurant on April 14. The company, in partnership with the ASPCA, is also sponsoring a pet adoption and the "Prettiest in Pink" contest, where dogs and cats are invited to don their best pink costumes. The contest will be held on "Sakura Sunday," which is the festival's centerpiece event, on April 10, in Fairmount Park. Details on these and other Subaru Cherry Blossom Festival of Greater Philadelphia events can be found at [www.subarucherryblossom.org](http://www.subarucherryblossom.org).

As title sponsor, Subaru has a wide presence throughout the festival, and the company's Chief Marketing Officer, Tim Mahoney, will participate in an April 6 news conference in Philadelphia's Love Park. Subaru will have several vehicles on display, including a Subaru Outback wrapped in vibrant cherry blossom festival graphics, which will be seen driving around Philadelphia with representatives handing out festival brochures and other literature. Visitors can also see Subaru Legacy, Forester and Impreza models at the festival. Follow #subarucherry for event details, pictures and more 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. Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. 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).

#### **About The Subaru Cherry Blossom Festival of Greater Philadelphia.**

The Subaru Cherry Blossom Festival of Greater Philadelphia, a project of the Japan America Society of Greater Philadelphia, is an initiative to encourage a better understanding of the cultural, social, and educational customs of Japan and the United States. The Festival builds on the JASGP commitment to plant and maintain cherry trees in local

parks. To date, the JASGP has planted more than 1,000 cherry trees, supplementing the 1,600 flowering trees presented by the Japanese government as a gesture of friendship in 1926. Upon completion of its 1,000-tree pledge in 2007, the JASGP shifted its focus to plantings in community and neighborhood parks to help green and beautify urban communities. Since 2008, cherry trees have been planted in Clark Park, Franklin Square, and Morris Park.