



# Media Information

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## SUBARU KICKS OFF FOURTH ANNUAL "SHARE THE LOVE" EVENT

This year's "Share the Love" event to take place in dealerships and on Facebook

- Subaru to donate \$250 for every new Subaru vehicle sold or leased between November 19 and January 3; up to \$5 million in total support
- Carmaker will also contribute up to \$250,000 to designated charities via Facebook community votes
- Subaru has donated nearly \$15 million to charitable causes since program inception

Cherry Hill, N.J., Nov 17, 2011 - Subaru of America kicks off its fourth annual "Share the Love" event Saturday, November 19. This year's campaign features five charitable beneficiaries and even more love, thanks to support from the Facebook community.

Subaru will donate \$250 for every new Subaru vehicle sold or leased from November 19, 2011 through January 3, 2012 to one of the following five charities: American Forests, the ASPCA®, Make-A-Wish Foundation®, Meals On Wheels Association of America and Special Olympics.

Subaru also is inviting the Facebook community to allocate up to \$250,000 in additional support to the five charities. Facebook users can participate by visiting the "Share the Love Charities" tab on the Subaru of America Facebook page. Within the tab, users are able to select one of the five charities participating in the event and submit their vote for that charity to receive a \$1 donation from Subaru. Upon submitting their vote, participants may share the experience with friends and view what percentage of votes their charity has received.

"Share the Love is rooted in our commitment to our customers and the causes they care about the most," said Alan Bethke, director, marketing communications, Subaru of America. "We are pleased to continue the program for a fourth year and are excited about the expansion to the Facebook community."

### 2011 "Share the Love" Charitable Beneficiaries

Facebook community voters and consumers who purchase or lease a new Subaru vehicle during this year's event can designate donations to any of the following organizations:

- **American Forests:** restores and protects rural and urban forests worldwide. It is the oldest national conservation nonprofit in the country and the only one focused exclusively on forests.
- **The ASPCA® (The American Society for the Prevention of Cruelty to Animals®):** works to rescue animals from abuse, pass humane laws and share resources with shelters across the country.

- **Make-A-Wish Foundation:** grants the wishes of children with life-threatening medical conditions. It has granted more than 212,000 wishes in the United States since 1980.
- **Meals On Wheels Association of America:** provides national leadership to end senior hunger, offering home-delivered-meal services to people in need.
- **Special Olympics:** provides year-round sports and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities.

### **American Forests**

"We're honored to be part of the Subaru 'Share the Love' event," says Scott Steen, CEO of American Forests. "Forests are not only beautiful, they are also critical for the health of the planet. Subaru customers who care about the environment can offset their vehicle's lifetime carbon emissions when they choose to support American Forests. For every \$250 donation, we will plant 200 trees in restoration projects across the country."

### **The ASPCA®**

"Thanks to programs like this, the ASPCA is able to step in and provide assistance to animal welfare groups across the country when they are in need," Elysia Howard, ASPCA vice president of Marketing & Licensing. "The holiday season already is a very heartwarming time, but we are truly touched by the generosity of the Subaru customers who've helped us continue the life-saving work we do each day."

### **Make-A-Wish Foundation®**

"The Make-A-Wish Foundation is thrilled to be one of the benefitting charities and we are once again looking to our remarkable supporters to help us with this voting campaign," said David A. Williams, president and chief executive officer of the Make-A-Wish Foundation of America. "A wish come true helps children feel stronger, more energetic, more willing and able to battle their life-threatening medical conditions. The 'Share the Love' event offers a wonderful way for Subaru and our dedicated supporters to help us achieve our vision to grant every eligible child a wish."

### **Meals On Wheels Association of America**

"We are honored to be selected as one of the 'Share The Love' charities for the fourth year in a row. Subaru is a corporate partner that truly understands why ending senior hunger is not only a mission but also a moral imperative for all of us as Americans." -Enid Borden, President and CEO of Meals On Wheels Association of America.

### **Special Olympics**

"We are honored that Subaru of America, Inc. selected Special Olympics to participate in this year's 'Share the Love' event," said Bob Gobrecht, President & Managing Director, Special Olympics North America. "The 'Share the Love' event will help provide our athletes with the continued opportunity to develop their skills on and off the playing field, as they demonstrate courage, joy and foster a community of acceptance for all people."

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### **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).