



## Media Information

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#### **Subaru Of America, Inc. Teams Up With Dining Out For Life And Local AIDS Service Organizations To Raise Millions For HIV/AIDS**

On April 28, Dining Out For Life will be held in nearly 60 cities across North America

Cherry Hill, N.J., Apr 11, 2011 - Subaru of America, Inc. is proud to mark its fifth year as International Host Sponsor of Dining Out For Life(SM), an annual one-day fundraiser for HIV/AIDS care held in nearly 60 cities across North America. On April 28, more than 3,500 restaurants will donate a generous percentage of each check to their local AIDS service organization.

"Dining Out For Life will raise necessary funds to address the increasing demand for AIDS care throughout the U.S. and Canada," says Dining Out For Life International Board President Stacie Walls-Beegle. "The 56 participating organizations provide critical life-saving services to many people living with HIV/AIDS, and this event is unique because the money raised in each city stays in that city."

"We know that Dining Out For Life is aiming to raise \$4 million in just one day, and we're pleased to be able to help," adds Tim Mahoney, chief marketing officer, Subaru of America, Inc. "Subaru and its drivers have a long history of caring about community causes, and we're proud to play a part in helping to raise crucially needed funds in the fight against AIDS."

Nearly 30 years into the AIDS epidemic, investments in the fight against HIV/AIDS are yielding results, according to a report released recently by UNAIDS. But work must continue to eradicate the life-threatening disease. There are an estimated 1.2 million people living with HIV/AIDS in the United States and about half of those are not receiving appropriate medical care, according to data from The Centers For Disease Control and Prevention. Demonstrating a need for improved HIV education and testing, nearly one-third of all new infections in the U.S. are among those younger than 29. Perhaps most alarming, approximately one out of five people who are infected do not even realize they are HIV positive.

Subaru encourages their dealers and drivers to pledge support across the country for this fundraiser. Helping to make a difference, Subaru dealers are teaming up with their local Dining Out For Life beneficiary to make this annual event a nationwide success. J. Dewey of AIDS-Related Community Services (ARCS) in Hawthorne, NY, called the significant relationship that they have built with their local Subaru Dealer, Mid-Hudson Subaru, a "fantastic experience." Employees of Mid-Hudson Subaru, a Wappinger Falls, NY dealership, voluntarily attend Dining Out For Life planning meetings and will hold a joint kickoff event with ARCS at a participating restaurant.

Subaru managers in Los Angeles and Houston are providing additional support for the Dining Out For Life nonprofits in their respective areas, while Prestige Subaru in Asheville, NC, has contributed funding to the Western North Carolina AIDS Project and is helping to promote the event locally. Mid-City Subaru in Chicago also provides helpful promotional

support to their local AIDS service organization, EdgeAlliance.

**About Dining Out For Life International**

Dining Out For Life is an international fundraising event involving the generous participation of volunteers, corporate sponsors and restaurants. In exchange for their financial support, restaurants are promoted in an effort to increase customer traffic. In 1991, Dining Out For Life was created by an ActionAIDS volunteer in Philadelphia. Dining Out For Life is now held in nearly 60 cities throughout North America. For more information see [diningoutforlife.com](http://diningoutforlife.com).

**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).