



Media Information

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

CONTACT: Michael McHale
(856) 816-1231
mmchale@subaru.com

Subaru To Donate Award-Winning Science Books To Washington D.C. Area Schools

Automaker Launches "Subaru Loves Science!" with the American Association for the Advancement of Science

Cherry Hill, N.J., Feb 17, 2011 - Subaru of America, Inc. in partnership with the American Association for the Advancement of Science (AAAS) announced today that it will donate up to 1,250 science books to Washington D.C. area schools. Subaru will donate one book for each person who submits a form at their booth at the annual meeting of the AAAS being held at the Washington D.C. Convention Center, February 18th – 20th.

"Subaru is proud to once again sponsor the AAAS this year," said Tom Doll, Subaru of America Executive Vice President and COO. "Assisting science learning in the classroom through top rated educational, yet fun to read literature will help spur the imaginations of future science professionals."

In their nine-year partnership, Subaru and the AAAS have worked together to provide scholarships as well as opportunities for women in the science fields. This year the two organizations are also targeting four Washington D.C. area schools that are in critical need of quality science books. The donated books will come from the Subaru / AAAS Science Book and Film "2011 Excellence in Science Books Awards." The winning books were chosen for their outstanding science writing and illustration for children and young adults; the AAAS believes that through good science books, students will have a better understanding and appreciation of science.

Also unveiled today was the 2011 "Subaru Loves Science!" Subaru Forester. Local area dealerships: Herb Gordon Subaru, of Silver Springs, MD, Fitzgerald Subaru of Kensington, MD, and Fitzgerald Subaru of Gaithersburg, MD will have the "Subaru Loves Science!" Forester on display this spring.

Any customer who visits the dealerships during the book mobile tour will have the opportunity to commemorate one of the donated books with a personalized bookplate in their name. The Forester will then be used to deliver the books to the schools.

Washington D.C. area residents are encouraged to attend the free AAAS family science days, sponsored by Subaru, Saturday and Sunday, February 19th and 20th. The event features fun, hands-on science learning activities, plus a jam-packed "Meet the Scientists" speaker series that is designed especially for middle and high school students. Winning science book authors will be signing copies of their award-winning books at the Subaru display on February 19th and 20th.

More information can be found here: <http://www.aaas.org/meetings/2011/program/fsd/>

About AAAS

The American Association for the Advancement of Science (AAAS) is the world's largest general scientific society, and publisher of the journal, Science (www.sciencemag.org) as well as Science Translational Medicine and Science Signaling. AAAS was founded in 1848, and serves 262 affiliated societies and academies of science, reaching 10 million individuals. Science has the largest paid circulation of any peer-reviewed general science journal in the world, with an estimated total readership of 1 million. The non-profit AAAS (www.aaas.org) is open to all and fulfills its mission to "advance science and serve society" through initiatives in science policy, international programs, science education and more. For the latest research news, log onto EurekAlert!, www.eurekalert.org, the premier science-news Web site, a service of AAAS.

For more information on AAAS awards, see <http://www.aaas.org/aboutaaas/awards/>.

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.