



Media Information

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SUBARU FACEBOOK FANS ADD ALZHEIMER'S ASSOCIATION® AND THE USO TO 2012 "SHARE THE LOVE" CHARITY ROSTER

- Subaru Facebook fans selected these two "People's Choice" charities to join three other charities
- The five participating charities are anticipated to receive a collective \$5 million in donations from Subaru through its fifth-annual "Share the Love" event

Cherry Hill, N.J., Sep 20, 2012 - Subaru of America Facebook fans took the wheel last month and elected two final charities to participate in the automaker's 2012 "Share the Love" event. During the "Share the Love" event, Subaru will donate \$250 to the owners' choice of five charities for every new Subaru vehicle sold or leased from November 21, 2012 through January 2, 2013. Subaru has donated nearly \$20 million to charitable organizations through its "Share the Love" sales event over the last four years.

The Alzheimer's Association® and the USO earned the most Facebook votes and will join three other organizations in the fifth-annual Subaru "Share the Love" event. These two charities will be joining the ASPCA® (The American Society for the Prevention of Cruelty to Animals®), Make-A-Wish® and Meals On Wheels Association of America® to round out the 2012 roster. This year's event is expected to deliver \$5 million in donations to these five charitable organizations.

"This was the second year in which we invited our Facebook fans to decide the final Share the Love charities and nearly 200,000 votes were cast during the three week campaign," said Brian Johnson, national advertising manager. "Subaru and all of the charities involved would like to thank everyone who voted. Their philanthropic spirit and unwavering commitment to others is what Share the Love is all about."

"Our Facebook fans are quite passionate and showed a lot of love to the charity participants during this voting event. We are pleased to have the Alzheimer's Association® and the USO join us for this year's "Share the Love" event," added Johnson. "We would also like to thank the other great charities for their participation in this year's voting: American Forests, First Book, Leave No Trace and Special Olympics."

2012 Subaru "Share the Love" Charitable Participants

- **Alzheimer's Association®:** the leading, global voluntary health organization in Alzheimer's care and support, and the largest private, nonprofit funder of Alzheimer's research. It's mission is to eliminate Alzheimer's disease through the advancement of research; to enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

- **The ASPCA® (The American Society for the Prevention of Cruelty to Animals®):** is the first animal welfare organization in North America and works to provide effective means for the prevention of cruelty to animals. The ASPCA is a national leader in the areas of anti-cruelty, community outreach and animal health services.
 - **Make-A-Wish®:** grants the wishes of children with life-threatening medical conditions. A wish-come-true can be a powerful, life-changing event that makes life better for wish kids, strengthens their families, and brings communities together.
 - **Meals On Wheels Association of America®:** provides national leadership to end senior hunger, supporting local Meals On Wheels programs that collectively serve over one million nutritious meals each day to seniors in need.
 - **USO:** a private, nonprofit organization that provides critical support to troops serving in combat, military families, wounded, ill and injured and their families and caregivers, and families and the families of the fallen.
- For more information on the Subaru “Share the Love” event or to find a Subaru dealer visit www.subaru.com.

- **Follow Subaru on Facebook:** <http://www.facebook.com/subaruofamerica>
- **Join the Dialog:** [#sharethelove](http://www.twitter.com/subaru_usa)
- **Watch Subaru videos and commercials:** <http://www.youtube.com/subaru>

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.

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