

Media Information



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SUBARU OF AMERICA TO LAUNCH EXPANDED AIDS AWARENESS INITIATIVE

World AIDS Day Reveal of HIV+ Artist Mondo Guerra Custom 2015 Legacy
#loveresponsibly

Miami, FL, Nov 23, 2014 - Subaru Of America, Inc., in collaboration with HIV-positive designer Mondo Guerra will reveal a one-of-a-kind wrapped 2015 Legacy as part of its Love Responsibly™ campaign to commemorate the auto manufacturer's 20th year of support in the fight against HIV/AIDS. The vehicle will be debuted at a private reception at The Annex, a pop-up space in the Wynwood Miami Design District on December 1, World AIDS Day and the start of Art Basel Miami.

Love Responsibly is a social action campaign that encourages people from all walks of life to participate in Dining Out For Life® hosted by Subaru®, an annual fundraiser that benefits AIDS Service Organizations in 60 cities throughout North America. Since Subaru teamed-up with Dining Out For Life, over \$30 million has been raised in the crucial fight against HIV/AIDS. "The purpose of the Love Responsibly initiative is two-fold: To expand our association with Dining Out For Life into a year-round initiative that encourages people, including Subaru retailers, to volunteer their time or other resources locally, and to encourage discussion within all communities about what more can be done to help in the fight against AIDS," reported Tim Tagye, Promotions and Sponsorship Manager, Subaru of America. "To launch this program with a one-of-a-kind Legacy on World AIDS Day, while highlighting the talents and advocacy work of Mondo Guerra is a demonstration of social responsibility that we at Subaru are proud of."

Guerra's innovative style and bold designs have captured the fashion world's imagination, while his work in HIV/AIDS advocacy has helped cultivate an important conversation about the epidemic. Mondo revealed his HIV-positive status on Project Runway season eight, after he created the challenge-winning print "Positivity" that was inspired by his own experience. "I'm extremely honored to contribute to the Love Responsibly campaign because it's centered on corporate, social and individual responsibility", said Guerra. "I'm inspired by the story-telling, it's empowering and heartfelt, and to tell that story through a creative process of expressionist art that becomes the exterior of an automobile – well that's like creating the ultimate street art".

What you can do: Take part in World AIDS Day and other events like Dining Out For Life. Learn the facts about HIV/AIDS, get tested and engage in conversation - #loveresponsibly.

About Dining Out For Life

Dining Out For Life began in Philadelphia in 1991 and has since grown into an international event held in 60+ cities across North America – raising an average \$4.25 million annually. The idea behind the single-day event is simple and effective: Dine Out, Fight AIDS. Participating restaurants donate a percentage of the day's food sales, which goes to local organizations to fund care, prevention, education, testing, counseling and other essential HIV/AIDS services. For more information, visit www.diningoutforlife.com.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 600 retailers 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 media.subaru.com.