



## Media Information

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

CONTACT: Diane Anton  
(856) 488-5093  
[danton@subaru.com](mailto:danton@subaru.com)

Michael McHale  
(856) 816-1231  
[mmchale@subaru.com](mailto:mmchale@subaru.com)

### SUBARU SHARE THE LOVE EVENT RETURNS FOR ITS EIGHTH YEAR

2015 Charitable Partners: ASPCA®, Make-A-Wish®, Meals On Wheels America® and National Park Foundation

Cherry Hill, N.J., Oct 23, 2015 - Subaru of America, Inc. has announced the return of its annual Share the Love event for 2015. Entering the program's eighth year, Subaru is hoping to donate up to \$15 million to its Share the Love charitable partners, which would mean a total of \$65 million donated throughout the life of the program.

From November 19, 2015 to January 2, 2016, Subaru will donate \$250 for every new Subaru vehicle sold or leased to the customer's choice of the following national charities: ASPCA®, Make-A-Wish, Meals On Wheels America® and National Park Foundation, or a hometown charity selected by the local Subaru retailer. Subaru retailers once again have the opportunity to add a local charity for their customers to support. This year, 642 hometown charities will be represented in the event. With some retailers adding their own donations to these local causes, total donations by Subaru and its participating retailers may exceed \$15 million.

"We at Subaru are tireless in our commitment to supporting the causes that our customers care about," said Alan Bethke, Vice President of Marketing, Subaru of America Inc. "The Share the Love Program is a tremendous way to give back and do good, and we are proud to add to the \$50 million already donated to a host of national and local charities through this initiative."

- **Follow Subaru on Facebook:** <http://www.facebook.com/subaruofamerica>
- **Join the dialog:** [http://www.twitter.com/subaru\\_usa](http://www.twitter.com/subaru_usa) #sharethelove

#### ASPCA®

The voice for animals for nearly 150 years, the ASPCA® has provided relief, care, and service to those in need. Whether it is rescuing animals from abuse, introducing and enforcing more humane legislation, or supporting animal shelters across the country, each donation furthers efforts to help animals live better lives. Through the ASPCA, **Share the Love has had a significant impact on the rescue, transport, treatment and adoption of over 10,000 animals across the country.**

#### Make-A-Wish®

When kids with life-threatening medical conditions are granted their one true wish, they get the strength to keep fighting. Their families come together. And lives get better for everyone involved. **Thanks to Share the Love, more than 880 children with life-threatening medical conditions have received their special wish.** Help Make-A-Wish®

grant wishes for kids in your community.

#### **Meals on Wheels America®**

More than 5,000 local, community-based programs are dedicated to fighting isolation and hunger among our nation's homebound seniors. Meals on Wheels America provides the national leadership that, along with each donation, helps deliver the nutritious meals, friendly visits and safety checks that enable seniors to continue living nourished lives in their own homes. **Through Share the Love, nearly 1.24 million meals have been delivered to seniors over the past seven years!**

#### **National Park Foundation**

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, safeguarding our heritage, and inspiring generations of national park enthusiasts. The National Park Foundation is proud to partner with Subaru on the recent launch of Find Your Park, a public awareness and education campaign celebrating the milestone centennial anniversary of the National Park Service in 2016 and setting the stage for the next 100 years. **You can help preserve our national treasures through Share the Love, whose donations have directly supported critical programs and projects in over 90 of our national parks.**

#### **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 620 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](http://media.subaru.com).