



## Media Information

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### SUBARU OF AMERICA CONTINUES TO “LOVE PETS” THROUGH SEVERAL OCTOBER INITIATIVES

Throughout the month of October, Subaru will support various programs to help protect and improve the quality of life for pets across the country

Cherry Hill, N.J., Oct 28, 2015 - This October, Subaru is rolling out its "Subaru Loves Pets" initiative, part of the brand's Love Promise philanthropic platform, dedicated to supporting causes that are meaningful to its customers. While the initiative is year-round, specific months highlight key causes. October focuses on Subaru's commitment to pet safety and well-being, and the brand will work with several dedicated and highly regarded animal welfare organizations that help share a call-to-action for animals in need.

#### Center for Pet Safety Pet Travel Seat Pilot Study

Subaru recognizes the importance of keeping the entire family safe on the road, including our beloved pets, which is why Subaru sponsored several studies conducted by Center for Pet Safety (CPS), a non-profit research and consumer advocacy organization, to crash test the effectiveness of pet products most commonly used by pet parents when traveling. Phase one tested pet harnesses, phase two tested pet crates and carriers, and now, phase three has tested pet travel seats. A pet travel seat is typically used in a vehicle to hold or elevate the pet, but does not offer full containment. The Pet Travel Seat Pilot Study found that while a pet travel seat may offer distraction prevention, it will likely not offer crash protection in the event of an accident, which could lead to injury of the pet and the human vehicle passengers. To find out more about the crash testing or browse top performing products and CPS Certified products, visit [www.CenterforPetSafety.org](http://www.CenterforPetSafety.org).

#### The 4th Annual ASPCA 'Mega Match-a-thon'

In its continued support of the ASPCA® (American Society for the Prevention of Cruelty to Animals®), Subaru sponsored the Fourth Annual ASPCA 'Mega Match-a-thon' event. During one of four weekends (Friday through Monday) from October 2-26, 2015, 16 animal welfare organizations held community adoption events at locations across the country, including select Subaru retailers, with the goal of finding homes for more than 4,800 dogs and cats. Many of the 16 organizations are also teaming up with other shelters in their community, giving even more animals a chance to find loving homes. For more information about the ASPCA 'Mega Match-a-thon,' please click [here](#).

#### Pilots N Paws

Subaru once again partnered with Pilots N Paws to help rescue hundreds of shelter animals that were surrendered in

the Southeast United States. During the recent rescue airlift events, held earlier this month, dozens of pilots flew private airplanes to transport more than 400 animals to areas around the country where the animals will be placed in permanent homes. In addition to the pets that were flown out to find new homes, Pilots N Paws provided much needed support to help those animals displaced during the flooding that ravaged South Carolina. Local area pets were given a safe haven to go to until they could ultimately be reunited with their owners. Subaru supported this important effort by transporting volunteers and dogs, as well as assisting in preparing the dogs for their journey to safety. For more information about Pilots N Paws and volunteer for a future event, visit [www.pilotsnpaws.org](http://www.pilotsnpaws.org).

#### **Pet Philanthropy Circle – 2015 Pet Hero Awards**

The Pet Philanthropy Circle's mission is to save and enhance the quality of animal lives by promoting greater public awareness of their welfare and the causes that protect them. One way they accomplish this is through the Pet Hero Awards. Subaru has been sponsoring this event since its inaugural year and will continue the partnership with the 4th annual Pet Philanthropy Pet Hero Awards being held on October 30<sup>th</sup> in New York City. The Pet Hero Awards celebrate individuals, associations, professionals, pets and business organizations that demonstrate a commitment to improving and protecting animal lives. Animals are also celebrated for their good deeds, including: therapy, search and rescue dogs and more. To learn more about the Pet Heroes Awards, purchase tickets or view this year's award recipients, visit <http://petphilanthropycircle.org/petheroawards.html>

"Pets are a very important cause to us as the majority of Subaru owners are pet parents, with over 69 percent of them owning at least one dog," said Alan Bethke, Subaru of America's vice president of marketing. "We are constantly working with amazing organizations that dedicate their time and efforts to the well-being of our pets. We are excited to be supporting various efforts this month and truly highlight the Subaru Loves Pets initiative."

For information about "Subaru Loves Pets" and to find out more about the partners that Subaru supports, visit [www.Subaru.com/Pets](http://www.Subaru.com/Pets).

#### **About Subaru Love Promise**

The Subaru Love Promise is just that. A promise. It is a promise to do right by our community by partnering with nonprofit education, health, community, environment, and animal organizations - to set Subaru apart through our deeds and the deeds of our partners. To be unlike any other car company by doing what is right and good, just for the sake of doing it.

#### **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).

#### **About the ASPCA®**

Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) is the first animal welfare organization in North America and serves as the nation's leading voice for animals. More than two million supporters strong, the ASPCA's mission is to provide effective means for the prevention of cruelty to animals throughout the United States. As a 501(c)(3) not-for-profit corporation, the ASPCA is a national leader in the areas of anti-cruelty, community outreach and animal health services. For more information, please visit [www.ASPCA.org](http://www.ASPCA.org), and be sure to follow the ASPCA on [Facebook](#), [Twitter](#), and [Instagram](#).

#### **About the Center for Pet Safety**

The Center for Pet Safety (CPS) is a 501(c)(3) non-profit research and consumer

advocacy organization dedicated to consumer and companion animal safety. Based in the Washington, D.C. Metropolitan area, the Center for Pet Safety's mission is to have an enduring, positive impact on the survivability, health, safety and well-being of companion animals and the consumer through scientific research and product testing. For additional information visit [www.CenterforPetSafety.org](http://www.CenterforPetSafety.org).

#### **About Pilots N Paws**

Pilots N Paws is a 501c3 charitable organization that is making a difference in the lives of abandoned and neglected animals. Comprised of general aviation pilots working together with rescue volunteers and shelters, pilots donate their time, planes and resources to fly innocent animals to safe havens. Thousands of animals have been given a new chance at life by moving them from overcrowded shelters to permanent homes. Visit [www.pilotsnpaws.org](http://www.pilotsnpaws.org) for more information.

#### **About Pet Philanthropy Circle**

The mission of the Pet Philanthropy Circle is to inspire everyone to become involved in defending the rights of animals. Our core objectives include promotion of spay and neuter, adoption of rescue animals over purchasing pets, teaching the benefits of animal ownership, being kind to animals, and the importance of micro-chipping pets. The Pet Hero Awards promote public awareness of the causes that protect our animals and celebrate individuals, associations, professionals, pets and business organizations that demonstrate a commitment to improving and protecting animal lives. Our belief is by recognizing role models, others will aspire to excellence, as well. Our Advisory Board Members are solely responsible nominating potential Pet Hero Award candidates. It is essential that this group be totally committed to our cause and willing to invest the time and/or financial commitment necessary to keep our awards program standards of excellence intact.