



Media Information

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SUBARU OF AMERICA CELEBRATES 13 YEARS AS TITLE SPONSOR OF THE 2016 SUBARU CHERRY BLOSSOM FESTIVAL IN PHILADELPHIA

Subaru Continues Title Sponsorship of Japanese Cultural Festival

Cherry Hill, N.J., Apr 11, 2016 - Subaru of America, Inc. has renewed its sponsorship of the annual Subaru Cherry Blossom Festival for the 13th year, presented alongside the Japan America Society of Greater Philadelphia (JASGP). The festival, which commemorates Japan's gift of 1,600 blossoming trees to the City of Philadelphia as a gesture of friendship in 1926, will take place April 11 through April 17, 2016. Set under the blossoming canopy of Philadelphia's cherry trees, the week-long event invites people of all cultural backgrounds to experience a time-honored tradition celebrating spring's beauty and Japan's rich cultural heritage.

On April 13th, the JASGP and Subaru will officially donate a grove of cherry blossom trees to [The Pennsylvania School for the Deaf](#) (PSD). The event will have all 180 students in attendance and will be hosted by 2016 Subaru Cherry Blossom Festival chairperson Adelaide Ferguson with appearances from City Representative Shiela Hess and Matthew Ritter, Zone Director, Eastern Region, Subaru of America, Inc. The presentation will include students using sign language to sign the National Anthem, City Representative Sheila Hess reading a Japanese folktale to the students and a performance by the Kyodiako Drummers.

"Each year the Subaru Cherry Blossom Festival joins the community in welcoming the much anticipated arrival of spring," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "We are honored to once again partner with the Japan America Society of Greater Philadelphia for this cherished celebration that encourages unity to help people better understand the cultural customs of both Japan and the United States."

The 2016 Subaru Cherry Blossom Festival celebrates the return of spring and beautiful blossoms while also paying homage to traditional Japanese culture. The festival hosts a wide variety of events to honor and bring the music, art, food and culture of both traditional and contemporary Japan to Philadelphia and its visitors. Special events spanning martial arts demonstrations, fundraising events, live musical and dance performances.

[Sakura Under the Stars](#), which celebrates the sakura season with an exclusive cocktail party, will take place on April 16, 2016 at Lowes Philadelphia Hotel. The evening will include specialty cocktails and Japan-inspired cuisine, along with an appearance by Celebrity Chairperson Denise Nakano of NBC 10.

The Subaru Cherry Blossom Festival will conclude with [Sakura Sunday](#) on April 17 at Fairmount Park Horticulture Center at the site of the historic cherry blossom tree plantings. The day-long outdoor event will celebrate all things Japanese with a number of cultural demonstrations, arts and crafts, karaoke and more. Denise Nakano will open the ceremony, alongside representatives from Subaru and JASGP, and will be followed by official remarks from Ambassador and Consul General of Japan Reiichiro Takahashi to commemorate the event.

With more than 40 cultural events, the festival brings together attendees of all ages and diverse backgrounds. As title sponsor, Subaru has a significant presence at the festival with several vehicles on display, including 2016 model year Crosstrek and Outback.

For more information on the Subaru Cherry Blossom Festival, please visit www.subarucherryblossom.org.

About the JASGP

Established in 1994, the [Japan America Society of Greater Philadelphia](#) (JASGP) is an association of individuals, corporations and organizations in the Greater Philadelphia region. Its mission is to bring the peoples of Japan and United States closer together in understanding, appreciation and cooperation by promoting and encouraging a better understanding of the business, cultural, social, educational and political practices and customs of Japan and the United States.

JASGP members gain access to educational, cultural and social programs focusing on US-Japan relations, which also provide opportunities for developing personal relationships with members of both the Japanese and American communities. Membership is extended to individuals, non-profit organizations and corporations.

JASGP is the primary organization in the Greater Philadelphia region devoted to fostering relationships between Japanese and Americans. From networking events to the annual Subaru Cherry Blossom Festival and the Philadelphia-Japan Health Sciences Dialogue, from our Japanese Conversation Club to lectures and seminars, the Japan America Society of Greater Philadelphia offers numerous ways to get involved in the Japanese and American communities in Philadelphia.

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.