



PAYMON ROUHANIFARD  
SUPERINTENDENT

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## SUBARU OF AMERICA PRESIDENT JOINS CHILDREN'S BOOK AUTHOR IN ENCOURAGING CAMDEN STUDENTS TO DEVELOP A LOVE OF SCIENCE

### *Automaker Donates More Than 3,000 Science Books to Camden Schools as Part of the "Subaru Loves Learning" Initiative*

**Camden, NJ – October 13, 2017** – Subaru of America is proud to announce a donation of more than 3,000 books on STEM subjects (science, technology, engineering, and math) to Camden schools, continuing the company's commitment to education as part of its 'Subaru Loves Learning' initiative. The books were chosen from the finalists and winners of the [2017 Subaru AAAS Science Book & Film Awards](#). Today, Subaru of America President and COO Thomas J. Doll joined Camden City School District Superintendent Paymon Rouhanifard and children's book author [Dianna H. Aston](#) at H.B. Wilson Family School to preview some of the donated books to a third-grade class.

Doll joined Aston in engaging the students with an extensive nature display which included bugs and larvae. Following the presentation, Doll and Subaru of America employees delivered the new science books to 14 additional elementary, middle, and high schools across the city in honor of the automaker's community commitment to its new neighborhood. Subaru plans to occupy [its new U.S. headquarters](#) in the city of Camden in spring 2018. In support of its move, the automaker recently launched [Subaru Camden Works](#), an effort which commits funds to

various local Camden community programs which improve the vitality of neighborhoods and enhance the quality of life for residents.

“Getting young people excited about careers in science is at the heart of ‘Subaru Loves Learning,’ and our ‘Love Promise’ community commitment. We couldn’t be happier to be bringing much needed educational resources to our new home in Camden,” said Thomas J. Doll, president and COO, Subaru of America. “As we count down the days before we move into our new headquarters in the city, it is important that Subaru and its employees do all we can to continue to make a positive impact on the local youth.”

[Subaru Loves Learning](#) is part of the brand’s [Love Promise](#) platform, created to support its customers and the causes dearest to their hearts within their local communities. In partnership with the American Association for the Advancement of Science (AAAS), Subaru and 477 participating retailers will donate more than 76,000 science books to schools around the country as part of this year’s program.

“So many of our Camden teachers work to find ways to put literacy and STEM at the heart of every lesson, so this generous donation of more than 3,000 new science books is going to have a big impact on our students,” said Superintendent Rouhanifard. “Subaru has always been a great believer in the potential of Camden students, and we deeply appreciate the ongoing support for our kids and schools.”

“The City Council is extremely grateful for Subaru’s continued commitment to Camden schools and students,” said Mayor Dana L. Redd. “As we work to improve education and employability options for our young people, the focus on STEM and science in elementary school will be critical in encouraging more Camden students to pursue careers in in-demand fields like engineering, technology, and the allied health sciences.”

For information about Subaru Loves Learning and to find out more about the partners that Subaru supports, visit <http://www.subaru.com/loves-learning> and follow #SubaruLovesLearning.

### **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.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) 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. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$120 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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