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FOR IMMEDIATE RELEASE

SUBARU TEAMS UP WITH KIDS OBSTACLE CHALLENGE TO ENCOURAGE EPIC OUTDOOR FAMILY FUN

Subaru of America and Kids Obstacle Challenge Presents One-of-a-Kind Outdoor Adventure Series for Families Nationwide

Camden, NJ – August 21, 2018 – Subaru of America, Inc. announced today its sponsorship of an outdoor adventure event series with [Kids Obstacle Challenge](#), the largest touring adventure and obstacle course event series for kids in the nation. Representative of the automaker's love of adventure and commitment to making outdoor fun as accessible as possible, the partnership with Kids Obstacle Challenge aims to inspire younger generations by bringing kids and their families a fun, action-packed experience to enjoy together. The 1.5-2 miles long adventure course is designed for kids ages 5-16 and their parents and includes mud to crawl through, water to jump over, and 13-15 fun and challenging obstacles.

In addition to participating in the obstacle course, event goers can visit Subaru's "Camp Ascent" and get an intimate look at the all-new 3-row Subaru Ascent, the perfect vehicle for budding families in need of more room for their adventure-packed lives. Kids and parents alike can also participate in fun camp activities such as archery, arts and crafts, tug-o-war, and compete to win fantastic prizes for their next camping trip.

"At Subaru, we believe in the pursuit of adventure and are passionate about instilling this spirit in our next generation of drivers by encouraging kids and their families to break out of their

comfort zones,” said Scott Thompson, Regional Marketing Manager, Western Region, Subaru of America, Inc. “We are proud to join forces with likeminded partner Kids Obstacle Challenge to inspire and challenge kids, while strengthening family bonds, through adventure and obstacles.”

“Through this adventure series, we aim to create a safe, fun atmosphere that fosters courageousness and introduces kids to meaningful learning opportunities for dealing with obstacles in real life,” said Brooke Jackson, Managing Director of Kids Obstacle Challenge.

“With the support of Subaru, we look forward to encouraging a more active, adventurous and perseverant generation of kids.”

The Kids Obstacle Challenge event series, which is currently underway, will continue to spread family fun to cities across the country through October 2018.

Subaru Kids Obstacle Challenge Event Schedule:

- September 15-16: San Mateo, CA, Coyote Point Recreation Area
- September 29: San Diego, CA, Kit Carson Park
- October 6-7: Los Angeles, CA, Oak Canyon Park
- October 20: Phoenix, AZ, Rawhide Event Center
- October 27: Sacramento, CA, Gibson Ranch Park

For more information on Subaru Kids Obstacle Challenge, please visit:

www.kidsobstaclechallenge.com.

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 Camden, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 630 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.

For additional information visit media.subaru.com. Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

About Kids Obstacle Challenge

Kids Obstacle Challenge is a family-focused event series headquartered in Portland, OR. The company produces Kids Obstacle Challenge events throughout the country, hosting 23 events in 2018. Kids Obstacle Challenge is the largest touring adventure and obstacle course event series for kids in the nation, and the only adventure series where kids and parents get to run together on the course. Each event consists of 13-15 obstacles across a 1.5-2 mile course, as well as incorporating mud pits and water features throughout. The mission of Kids Obstacle Challenge is to inspire and challenge kids, and forge family bonds, through adventure and obstacles. Kids Obstacle Challenge proclaims, "Brave Your Adventure!" to encourage kids to courageously face the obstacles they will encounter on the course and carry that courageousness over to obstacles they will encounter in life. Kids Obstacle Challenge is dedicated to creating fun family experiences where parents can get off the sidelines and into the mud with their kids. Committed to helping foster a more active, adventurous, and perseverant younger generation for many years, Kids Obstacle Challenge looks to grow into new markets nationwide in 2019 with an eye on international markets as well.

For more information, visit www.kidsobstaclechallenge.com/about. Follow us on [Facebook](#) and [Instagram](#).

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