



Diane Anton
Subaru of America, Inc.
856-488-5093
danton@subaru.com

Michael McHale
Subaru of America, Inc.
856-488-3326
mmchale@subaru.com



FOR IMMEDIATE RELEASE

Subaru of America Aims to Improve Lives of Furry Friends with “Subaru Loves Pets” Initiative in October

Subaru retailers nationwide will host supply drives for shelter animals in need throughout October

CHERRY HILL, NJ – October 17, 2017 – This month, Subaru of America, Inc. will host its “[Subaru Loves Pets](#)” initiative with the help of the [American Society for the Prevention of Cruelty to Animals®](#) (ASPCA®) and BARK, the makers of BarkBox. The initiative is part of the automaker’s [Love Promise](#) vision to show love and respect to everyone, and to support its communities and customers nationwide. With approximately 6.5 million animals entering shelters each year, Subaru Loves Pets aims to improve the life of these animals and help them find new homes.

Throughout October, participating Subaru retailers nationwide will work alongside their local animal shelters to host pet supply drives for animals staying at the shelters. The automaker and its retailers will provide Subaru Loves Pets Shelter Supply Kits, created in conjunction with BARK, to needy shelters. The kits include various curated items such as; chew toys, reusable water and food bowls, leashes and treats. Subaru retailers will also provide New Pet Parent Kits to help new pet-adopting families in the first weeks with their new family member.

In addition to the donated Shelter Supply and New Pet Parent Kits, select Subaru retailers are hosting fee-waived pet adoption events in partnership with local animal welfare organizations.

Each adoption event is supported by a grant from the ASPCA® made possible by Subaru. There are 110 animal welfare organizations and 110 retailers participating across 35 different states and Washington, D.C. To find out if a Subaru retailer in your area is partnering with the ASPCA, visit www.aspca.org/SubaruLovesPets.

“Subaru Loves Pets is our way of returning the love that our pets show us every day,” said Thomas J. Doll, president and COO of Subaru of America, Inc. “We are very happy to partner with the ASPCA® and many local animal welfare groups, to help improve the health and well-being of animals across the country, and help them to find safe and loving homes.”

Subaru encourages customers to visit their local participating retailer to donate supplies, take a photo with their furry friend in a fun, pet-friendly photo frame or sign up to volunteer at a local animal welfare organization. Visitors who donate items at participating Subaru retailers during the Subaru Loves Pets initiative will receive an all-new 2018 Subaru Crosstrek plush pet toy and/or a Subaru Loves Pets bandana, while supplies last.

For more information about Subaru Loves Pets, visit <https://www.subaru.com/pets> and follow #SubaruLovesPets.

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.

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

About 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, and be sure to follow the ASPCA on [Facebook](#), [Twitter](#), and [Instagram](#).

About BARK

BARK (formerly Bark & Co) is a pack of crazy dog people dedicated to making pups and their humans happy. At BARK, dogs aren't pets; they're family and deserve the best. Since launching in 2012 with [BarkBox](#), a monthly themed box of clever toys and all-natural snacks, BARK has shipped more than 50 million products and expanded into creating its own toys, snacks, experiences and entertainment. BARK's pack sits and stays in Chinatown NYC and Columbus, OH. To learn more, sniff around at bark.co, barkbox.com and barkshop.com.

###