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FOR IMMEDIATE RELEASE

## **SUBARU SHARE THE LOVE® EVENT RETURNS FOR ITS TENTH ANNIVERSARY IN 2017**

**2017 National Charitable Partners Include ASPCA®, Make-A-Wish®, Meals on Wheels America and National Park Foundation**

**CHERRY HILL, NJ** – October 20, 2017 – Subaru of America, Inc. has announced the return of its annual Share the Love Event in 2017. This year marks the automaker's 50<sup>th</sup> Anniversary in the U.S. and, for the second year in a row, there will be no cap on the total donation from Subaru of America to its Share the Love charitable partners. At the culmination of this year, Subaru hopes to exceed a grand total of \$115 million donated since the creation of Share the Love to celebrate the tenth anniversary of the event.

From November 16, 2017 to January 2, 2018, Subaru will donate \$250 for every new Subaru vehicle sold or leased to the customer's choice of the following national charities with a minimum guarantee of \$250,000: The American Society for the Prevention of Cruelty to Animals® (ASPCA®), Make-A-Wish, Meals on Wheels America and National Park Foundation. Also, pre-approved Hometown Charities may be selected for donation depending on retailer participation.

"It is part of our culture at Subaru to support causes important to our employees, retailers and owners and we are proud to have continued that tradition for ten consecutive years," said Alan Bethke, senior vice president of marketing, Subaru of America Inc. "Through the Share the Love event, we are excited to continue our commitment to support our national and hometown charity partners and aim to donate \$115 million in total by the end of this year's campaign."

In addition to the four national charity partners, Subaru retailers will again select a hometown charity for their customers to support. This year, more than 660 local charitable organizations are participating in the Subaru Share the Love event. With some retailers adding their own donations to the hometown charities, total donations by Subaru and its participating retailers are expected to exceed previous years.

- **Follow Subaru on Facebook:** <http://www.facebook.com/subaruofamerica>
- **Join the dialog:** [http://www.twitter.com/subaru\\_usa](http://www.twitter.com/subaru_usa) #sharethelove

### **Hometown Charities**

In 2017, the Subaru Share the Love Event will provide support to over 660 Hometown Charities.

#### **The American Society for the Prevention of Cruelty to Animals® (ASPCA®)**

A leading voice for animals for over 150 years, the ASPCA® provides life-saving protection and care to animals in need. Whether it's rescuing animals from abuse and neglect, introducing and enforcing more humane legislation, or supporting animal shelters across the country, the ASPCA helps animals live better lives. **Through the ASPCA, Share the Love has had a significant impact on the rescue, transport, and adoption of nearly 40,000 animals across the country.**

#### **Make-A-Wish**

Research shows when children diagnosed with a critical illness are granted their one true wish, it gives them renewed strength and energy to keep fighting. Their families and entire communities come together. The impact from just one wish, has the power to transform the lives of everyone involved. **Through Make-A-Wish, Share the Love has granted the wishes of more than 1,500 kids with life-threatening medical conditions.**

#### **Meals on Wheels America**

Meals on Wheels America provides leadership to local, community-based programs dedicated to fighting hunger and isolation among our nation's homebound seniors. **Through Meals on Wheels, Share the Love has helped deliver over 1.7 million meals to America's seniors!**

#### **National Park Foundation**

Celebrating 50 years this coming December, the National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs, safeguarding our

heritage, and inspiring generations of national park enthusiasts. **Through the National Park Foundation, Share the Love has provided funding for critical programs and projects in more than 100 national parks and helped increase public awareness and engagement across our National Park System.**

#### **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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