



# Media Information

Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

CONTACT: Michael McHale  
(856) 816-1231  
[mmchale@subaru.com](mailto:mmchale@subaru.com)

Diane Anton  
(856) 488-5093  
[danton@subaru.com](mailto:danton@subaru.com)

## **“SUBARU LOVES LEARNING” INITIATIVE KICKS OFF TO HELP EDUCATE AND INSPIRE STUDENTS ACROSS THE COUNTRY**

Throughout August, Subaru retailers will partner with the American Association for the Advancement of Science and AdoptAClassroom.org to help make an impact on education. Over 50,000 students to benefit from program.

Cherry Hill, N.J., Aug 1, 2016 - This August, Subaru of America, Inc. will once again spotlight its “Subaru Loves Learning” initiative, part of the brand's [Love Promise](#) philanthropic platform dedicated to supporting causes and passions that Subaru and its customers care about. As part of the automaker's commitment to education, Subaru retailers will work alongside the [American Association for the Advancement of Science](#) (AAAS) and [AdoptAClassroom.org](#) to provide students with the classroom supplies and books they need to succeed.

### **AAAS Retailer Initiative**

Following the enormous success of last year's book drive donation, Subaru retailers will once again partner with AAAS, a nonprofit organization that helps give children greater access to science books. For this year's Subaru Loves Learning initiative, participating Subaru retailers will be matched with local schools in need and will donate award-winning textbooks to help further promote science education. During the month, over 40,000 books will be donated by Subaru retailers. In addition, Subaru will proudly donate over 1,500 books to Camden, NJ students in need as part of its ongoing commitment to aid the local community of its future U.S. headquarters.

### **AdoptAClassroom.org Partnership**

On average, teachers in the U.S. spend \$600 of their own money each year on school supplies for their classroom and students. Subaru is continuing its support of AdoptAClassroom.org, a nonprofit organization that helps teachers access the supplies they need to succeed to educate today's youth. As part of the Subaru Loves Learning partnership, participating Subaru retailers will work with local schools and sponsor pre-packaged classroom supply kits from AdoptAClassroom.org. Each kit is outfitted to supply a classroom of 25 students, with the total initiative benefitting more than 300 teachers and more than 8,000 students nationwide.

Throughout August, Subaru retailers will invite their customers to share the gift of knowledge in partnership with two worthy organizations. By simply signing a customized label for a donated book, taking a customized thank you note home to give to a special teacher or snapping and sharing a photo of the Subaru Loves Learning display, Subaru customers can make a positive impact on the education of young people in their local communities. This year alone, more than 50,000 students will benefit from nearly 300 participating Subaru retailers across the country.

“Subaru Loves Learning is all about making the pursuit of knowledge as attainable as possible and we are proud to work alongside The American Association for the Advancement of Science and AdoptAClassroom.org to continue working towards that goal,” said Thomas J. Doll, President and COO of Subaru of America, Inc. “We hope that through these programs, Subaru and our retailers nationwide can help provide students and teachers with the tools they need to educate and inspire the next generation.”

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

#### **About [Subaru Love Promise](#)**

The Subaru Love Promise 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. 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](http://media.subaru.com).

#### **About AAAS**

The American Association for the Advancement of Science (AAAS) is the world's largest general scientific society and publisher of the journal Science ([www.sciencemag.org](http://www.sciencemag.org)) as well as Science Translational Medicine, Science Signaling, a digital, open-access journal, Science Advances, Science Immunology, and Science Robotics. AAAS was founded in 1848 and includes nearly 250 affiliated societies and academies of science, serving 10 million individuals. Science has the largest paid circulation of any peer-reviewed general science journal in the world. The non-profit AAAS ([www.aaas.org](http://www.aaas.org)) is open to all and fulfills its mission to “advance science and serve society” through initiatives in science policy, international programs, science education, public engagement, and more. For the latest research news, log onto EurekAlert! ([www.eurekalert.org](http://www.eurekalert.org)), the premier science-news Web site, a service of AAAS. See [www.aaas.org](http://www.aaas.org).

#### **About AdoptAClassroom.org**

AdoptAClassroom.org gives teachers a hand by providing much needed classroom supplies and materials to help their students learn and succeed. As an award-winning 501(c)(3), AdoptAClassroom.org makes it easy for individual donors and corporate sponsors to provide funding and support to K-12 classrooms in public, private and charter schools throughout the U.S. On average, teachers spend \$600 of their own money each year to equip their classrooms - 20% of teachers spend more than \$1000 annually. Since 1998 AdoptAClassroom.org has raised more than \$28 million and benefited more than 2 million students throughout the U.S. AdoptAClassroom.org holds a 4-star rating from Charity Navigator. For more information, or to adopt a classroom, please visit [www.adoptaclassroom.org](http://www.adoptaclassroom.org).