



# Media Information

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## NEW SUBARU ADVERTISING CAMPAIGN BRINGS TO LIFE THE IMPACT OF THE SHARE THE LOVE EVENT

**Series of spots highlights inspiring stories from real people and encourages Americans to put a little love in their hearts**

Cherry Hill, N.J., Nov 17, 2016 - Subaru of America has launched a new advertising campaign showcasing real stories from real people who have been positively impacted by the Subaru Share the Love® program over the past nine years, as well as the automaker's national charity partners: the ASPCA®, Make-A-Wish®, Meals on Wheels America, and the National Park Foundation. The new campaign is unveiled as the Subaru Share the Love Event officially kicks off its ninth year.

The national television spots, created by Subaru of America in collaboration with agency partner Carmichael Lynch, highlight inspiring beneficiaries of the four national charities, who tell their stories and encourage viewers to put a little more love in their hearts this year. The song Put a Little Love in Your Heart features prominently throughout the campaign, and is performed by each of these inspiring people as they tell their stories. The Share the Love version of the song will also be available for streaming on Pandora and Spotify, and for download via iTunes and Google Play, providing an opportunity for all consumers to purchase and the Subaru profits from each download will be donated to these four Share the Love charities.

Starting today, the five new spots will air in :30s and :60s formats on national television, as well as be featured through targeted digital and social media promotions. The campaign introduces four different people sharing their inspiring stories, detailed below:

- “Donn” – Donn is a 96-year-old from Southern California who relies on Meals on Wheels volunteers like Anna to deliver the meals he needs to stay nourished and healthy at home. Food and friendship are what Meals on Wheels delivers to real people like Donn and Anna.
- “Gabe” – Gabe is an 11-year-old boy with a passion for the national parks. Thanks to Make-A-Wish, Gabe's dream of becoming a Park Ranger became a reality.
- “Gunner” – Rochelle rescued and adopted Gunner from a local shelter, giving a neglected dog a second chance at life, but in the end, they saved each other. Thanks to the ASPCA, countless animals and pets like Gunner are rescued and given a voice.
- “Junior Ranger” – Tigran is an enthusiastic young man with a passion for the national parks and a dream of

one day becoming the Director of the National Park Service. Tigran, like the National Park Foundation, understands the importance of preserving our incredible natural places.

These spots are available to view on Subaru of America's YouTube channel here:

<https://www.youtube.com/Subaru>

In addition to the creative spots, Subaru will execute several unique integrations on November 18th as the Share the Love event officially gets underway, including a nationwide sing-along of Put a Little Love in Your Heart on Good Morning America and a partnership with iHeartRadio to take over an hour of programming in key markets, to create awareness for the song and highlight Subaru's charity partners. Also on November 18th, Subaru will run a national Sponsored Lens on Snapchat for 'Share the Love' that will trigger the song to be played based on a Snapchatter's facial expressions and movements.

"For nine years, the Subaru Share the Love event has contributed to incredible organizations that make a profound difference in our local communities and throughout the country," said Alan Bethke, senior vice president of Marketing, Subaru of America Inc. "As we roll out this new campaign, it is truly rewarding to be able to share the inspiring stories of real people that Subaru and our partners have touched along the way."

Through the Share the Love event, from November 17, 2016 to January 3, 2017, Subaru will donate \$250 for every new Subaru vehicle purchased or leased to the customer's choice of the four national charities with a minimum guarantee of \$250,000. In addition to these partners, Subaru retailers have selected more than 660 hometown charities for their customers to support as well. By the end of this year's event, Subaru hopes to exceed a grand total of \$90 million donated since the creation of Share the Love.

To hear more of these incredible stories, please visit [www.subaru.com/share](http://www.subaru.com/share).

#### **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).