



## Media Information

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### **SUBARU OF AMERICA, INC. RETURNS AS PREMIER SPONSOR OF 2017 PHILADELPHIA FLOWER SHOW FOR 16TH CONSECUTIVE YEAR**

#### **Subaru and Regional Flower Show Team Up to Celebrate Nature's Beauty**

Cherry Hill, N.J., Feb 15, 2017 - Subaru of America, Inc. has today announced its return for the 16th consecutive year as the premier sponsor of the [Philadelphia Flower Show](#). The regional flower show, whose revenues support the charitable efforts of the [Pennsylvania Horticultural Society](#) (PHS), will run from March 11 through March 19 at the Pennsylvania Convention Center. This year's theme, "[Holland: Flowering the World](#)," will celebrate the flowers, people and culture of the Netherlands by taking attendees on a unique sensorial journey to a land of rich and vibrant horticulture.

"Subaru supports the Philadelphia Flower Show in its continued commitment to cherishing our beautiful natural wonders and we are thrilled this year to share with attendees how they can be more planet-friendly through our Subaru Loves the Earth initiative," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "We are honored to continue our longstanding sponsorship of the show, and this year's event is sure to delight attendees and nature lovers from all over the world."

As part of its sponsorship, Subaru will bring to life its environmentally-focused philanthropic platform, Subaru Loves the Earth, to entertain and educate attendees on how they can do their part to preserve Earth's beauty for years to come.

This year, Subaru has designed a special exhibit in honor of its partnership with the [National Wildlife Federation](#), the largest conservation organization in the United States, aimed at protecting wildlife and inspiring future generations. The main exhibit will educate attendees about the National Wildlife Federation [Certified Wildlife Habitat](#)® program which Subaru and its retailers will be deploying across the country to help reverse the decline of wildlife by bringing habitats back, one garden at a time.

Subaru will also sponsor the following Philadelphia Flower Show exhibits and events:

#### **Gardener's Studio – Presented by Subaru**

The Gardener's Studio will educate attendees on the latest trends and techniques to enhance their garden at home, while learning skills like composting to be more planet-friendly. Joe Lamp'l, host of "Growing A Greener World," will

provide step-by-step instructions on how to take advantage of certain food and paper goods to enrich their home gardens, while diverting waste to landfills. At the exhibit, visitors can also learn more about Subaru's zero landfill initiative and its commitment to deploying its expertise in its manufacturing facilities and at select National Parks.

**Fido Friday**

On 'Fido Friday' March 17, at 6 p.m., pet parents are invited to bring along their furry friends for a plethora of pet-friendly activities and learn more about the Subaru Loves Pets initiative at the Bark Park. Pet parents will receive a free custom Subaru Loves Pets dog ID tag.

For Philadelphia Flower Show times and ticket sales, visit: <http://theflowershow.com/show-info>.

For information on Subaru's environmental initiatives, visit: <http://www.subaru.com/environment>.

**About Subaru of America, Inc.**

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).