

# Media Information



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## SUBARU RENEWS PARTNERSHIP WITH THE NATIONAL WILDLIFE FEDERATION FOR 2017 "SUBARU LOVES THE EARTH"

### Throughout April, Subaru and the National Wildlife Federation Will Team Up to Help Combat the Decline of Wildlife Habitats

Cherry Hill, N.J., Apr 3, 2017 - Subaru of America, Inc. is once again partnering with the National Wildlife Federation to help preserve wildlife and their habitats through the automaker's environmentally-focused philanthropic platform, Subaru Loves the Earth. With wildlife declining by over [58% percent](#) due to habitat loss, Subaru and the National Wildlife Federation are raising awareness of this important issue by creating over 400 new [Certified Wildlife Habitats](#) at local schools and spearheading hands-on educational programs.

To help reconnect younger generations with nature and ensure wildlife can thrive in a rapidly changing world, Subaru is supporting the National Wildlife Federation by donating garden supplies and native plants to local schools across the country to create their own Certified Wildlife Habitat®. Each participating Subaru retailer will be matched with a school in its area to provide the four [basic elements](#) that all wildlife needs to thrive: food, water, cover and places to raise their young. Schools will also receive an instructional video that will teach educators and students how they can help reverse the decline of wildlife in their local communities. Participating schools will be encouraged to share photos and stories about planting their garden for a chance to win an educational assembly (to occur in Fall 2017) with the National Wildlife Federation's celebrity naturalist, [David Mizejewski](#).

Prior to delivering the school donation, participating Subaru retailers will have the garden supplies on display in-store to encourage consumers to create a wildlife garden in their yard or neighborhood. Throughout April, as part of Subaru Loves the Earth, consumers will receive a plantable seed card along with information on how to enter a sweepstakes administered by the National Wildlife Federation. One winner will receive a special visit to their home from wildlife ambassador, [David Mizejewski](#), who will share expert advice and tips on how to best nurture the environment. Mizejewski will work with a local garden center to help design a wildlife garden for the winner's yard (\$5,000 value). For official rules and to enter the Garden Makeover sweepstakes, visit [www.nwf.org/Subaru](http://www.nwf.org/Subaru).

"At Subaru, we believe in making the world a better place by cherishing the wonders of nature that we too often take for granted," said Thomas J. Doll, president and COO of Subaru of America, Inc. "We are proud to once again team

up with the National Wildlife Federation to educate our local communities on how they can do their part to preserve wildlife through Subaru Loves the Earth.”

This partnership compliments the automaker’s greater commitment to protect the environment and preserve natural wonders for future generations. In 2003, [Subaru of Indiana Automotive, Inc.](#), home of Subaru production in North America, became the first and only automotive assembly plant to earn Certified Wildlife Habitat® certification through the National Wildlife Federation’s program. Since May of 2004, all Subaru vehicles have been manufactured in a zero landfill plant, where 100 percent of manufacturing waste is either reused, recycled or turned into electricity. To learn more about Subaru Loves the Earth and the environmental work Subaru does, visit [subaru.com/environment](http://subaru.com/environment).

#### **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 The National Wildlife Federation**

The National Wildlife Federation is a voice for wildlife, dedicated to protecting wildlife and habitat and inspiring the future generation of conservationists. The National Wildlife Federation’s Garden for Wildlife Program helps people restore habitat and wildlife populations to our cities, towns and neighborhoods. Since 1973, the program has been educating and empowering people turn their own small piece of the Earth--their yards and gardens--into thriving habitat for birds, butterflies and other wildlife. In doing so, the Garden for Wildlife program helps wildlife and gives people a daily connection to the natural world, literally right outside their door.

*The [National Wildlife Federation](#) is America's largest conservation organization, uniting all Americans to ensure wildlife thrive in a rapidly changing world. Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).*