

# Media Information



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## **SUBARU ENCOURAGES WINTER WARRIORS TO SEIZE THE SNOW DAYS WITH THE RETURN OF #SUBARUWINTERFEST**

Subaru kicks off multi-city lifestyle tour celebrating winter adventure across the country

Cherry Hill, N.J., Jan 2, 2018 - Subaru of America, Inc. has announced the return of Subaru WinterFest, the automaker's mountain destination and lifestyle tour that brings together winter warriors across the country for a one-of-a-kind experience. Featuring a blend of entertainment and adventure in amazing places, the 2018 tour will celebrate the winter season, while encouraging attendees to seize the snow day with an array of memorable activities.

In partnership with POWDR, Subaru WinterFest 2018 will feature stops at 11 of the country's top winter mountain resorts, where winter sports buffs and Subaru owners can enjoy live music, locally sourced food and beverages, daily giveaways, gear demonstrations and more. Through engaging programming executed by POWDR's experiential division, [Human Movement Inc.](#), outdoor enthusiasts are given the chance to meet up, warm up, and relax before or after hitting the slopes.

At each tour stop, warm treats like craft coffee and s'mores will be available by food and beverage sponsors [OZO Coffee](#), [SMASHMALLOW](#) and [Chocolove](#). Attendees can kick back in one of the upgraded hang out areas, including hammock zones, charging stations and fire pits by [Solo Stoves](#), while playing cornhole, frisbee golf and giant Jenga. Attendees can listen to the music of national DJs provided by [SiriusXM](#) and some of today's best, chart-topping, emerging artists presented by audio partner Harman Kardon®. Each day of WinterFest will feature live demonstrations and giveaways from partners [Nordica](#), [Lib Tech](#), [Thule](#) and [Klean Kanteen](#).

### **National Ski Patrol Avalanche Dog Training School Scholarship Fund**

As a testament to Subaru's commitment to safety and adventure, this year's WinterFest tour will also celebrate mountain communities' hometown heroes, resort avalanche patrollers and rescue dogs. Subaru will once again team up with 20+ year partner [National Ski Patrol](#) to send patrollers and their dogs to the [Wasatch Backcountry Rescue](#) avalanche dog training school, donating \$1 to the Subaru National Ski Patrol Avalanche Rescue Dog Scholarship Fund for every information form received. Designed for teams whose resorts cannot afford the schooling, the scholarships cover the costs of tuition, food, and board.

"As fierce advocates for both the outdoors and welfare of animals, Subaru is proud to partner with the National Ski Patrol in creating a scholarship fund for avalanche rescue dogs," said Alan Bethke, senior vice president of marketing, Subaru of America, Inc. "Able to search significantly larger areas than human rescue teams, these skilled canines are

tremendous assets to patrollers nationwide and we are excited to help expand this important program this upcoming year.”

Last year, Wasatch Backcountry Rescue, in conjunction with Subaru and the National Ski Patrol, awarded scholarships to the following [individuals dog teams for the 2017 school year](#):

- Nathan Bash – Winter Park Resort, CO
- Greg Dumas – Arapahoe Basin Ski Area, CO
- Sam Padilla – Northstar California Resort, CA

The full schedule for Subaru WinterFest 2018 can be found below:

- January 6-7 – Eldora Mountain Resort, CO
- January 13-14 – Snowshoe Mountain Resort, WV
- January 20-21 – Jack Frost Big Boulder, PA
- January 27-28 – Wisp Resort, MD
- February 3-4 – Boyne Mountain Resort, MI
- February 16-18 – Copper Mountain Resort, CO
- February 24-25 – Boreal Mountain Resort, CA
- March 3-4 – Lee Canyon, NV
- March 10-11 – Sierra at Tahoe, CA
- March 17-18 – Mt. Bachelor, OR
- March 24-25 – Snowbird Ski and Summer Resort, UT

For more information on a Subaru WinterFest stop near you, please visit [www.subaru.com/events](http://www.subaru.com/events) and follow #SubaruWinterFest.

#### **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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