



Media Information

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SUBARU HELPS SAVE THE LIVES OF PETS DURING 2018 LOS ANGELES AUTO SHOW

Automaker Partners with Best Friends Animal Society to Host First-Ever Pet Adoption Event Inside Booth at the Auto Show

Los Angeles, CA , Nov 28, 2018 - Subaru of America, Inc. today announced it will be hosting a pet adoption event during the 2018 Los Angeles Auto Show. Through a partnership with [Best Friends Animal Society's No Kill Los Angeles](#) (NKLAs) initiative, the adoption event is aimed at finding pets great homes in the Los Angeles (LA) community. The first-of-its-kind event will be held inside the Los Angeles Convention Center at the Subaru exhibit, located in the West Hall, Booth 102, where attendees will have the opportunity to adopt and take home a new dog.

"At Subaru, we look forward to the additional opportunities to celebrate our furry friends and return the unconditional love they show us each and every day," said Alan Bethke, Senior Vice President, Marketing of Subaru of America, Inc. "Partnering with organizations like Best Friends Animal Society reinforces our commitment to keeping all animals, especially those in shelters, happy; increasing their overall chance of finding safe, loving homes."

Auto show attendees will be able to interact with these adoptable pups during select times each weekend of the show, as outlined below:

- Saturday, Dec. 1, 9:00 AM – 2:00 PM
- Sunday, Dec. 2, 9:00 AM – 2:00 PM
- Saturday, Dec. 8, 9:00 AM – 2:00 PM
- Sunday, Dec. 9, 9:00 AM – 2:00 PM

"Best Friends is extremely grateful for the opportunity to partner with Subaru to give these great dogs a second chance," said Jose Ocano, Pacific Region Director for Best Friends Animal Society. "Our mission is to end the killing of homeless pets in LA and across the country. Helping pets find fantastic forever homes is key to making that happen, so partnering with a brand like Subaru that has shown tremendous support for pets and the betterment of their lives was a natural fit for us."

In addition to being able to take these canine friends home, attendees will be given the chance to make rope toys as a donation to the shelter or for their own pet, as well as be able to create custom pet tags using the Subaru Loves Pets

engraver. All activities will be complimentary with donations and proceeds going to Best Friends Animal Society's work in Los Angeles.

This LA Auto Show adoption event is a part of the [Subaru Loves Pets](#) initiative, which is dedicated to helping improve the safety and well-being of animals in communities nationwide. The automaker's commitment to pets is one part of its [Love Promise](#).

NKLA is an initiative led by Best Friends Animal Society, bringing together passionate individuals, city shelters and an entire coalition of animal welfare organizations to end the killing of homeless pets in LA city shelters.

For more information about Subaru Loves Pets, please visit www.subaru.com/pets.

About Subaru Love Promise

The Subaru Love Promise is just that. A promise. It 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 Best Friends Animal Society

Best Friends Animal Society is a leading national animal welfare organization dedicated to ending the killing of dogs and cats in America's shelters. In addition to running lifesaving programs in partnership with more than 2,200 animal welfare groups across the country, Best Friends has regional centers in New York City, Los Angeles, Atlanta and Salt Lake City, and operates the nation's largest no-kill sanctuary for companion animals. Founded in 1984, Best Friends is a pioneer in the no-kill movement and has helped reduce the number of animals killed in shelters nationwide from 17 million per year to about 1.5 million. That means there are still more than 4,100 dogs and cats killed every day in shelters, just because they don't have safe places to call home. We are determined to get that number to zero by the year 2025. Working collaboratively with shelters, rescue groups, other organizations and you, we will end the killing and Save Them All. For more information, visit bestfriends.org. To become a fan of Best Friends on Facebook, go to Facebook.com/bestfriendsanimalsociety. Follow Best Friends on Twitter (@BestFriends) and Instagram (@BestFriendsAnimalSociety).

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing 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 and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 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. For additional information visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).