



# Media Information

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## SUBARU CELEBRATES WINTER ADVENTURE WITH RETURN OF SUBARU WINTERFEST IN 2019

### Automaker launches multi-city, experiential mountain destination and lifestyle tour geared towards winter warriors

Camden, N.J., Dec 18, 2018 - Subaru of America, Inc. announced today the return of Subaru WinterFest, the automaker's anticipated, multi-city mountain destination and lifestyle tour offering one-of-a-kind experiences for winter warriors across the country. Featuring weekend takeovers at nine of the nation's top winter resorts, the 2019 Subaru WinterFest tour combines music, beverage, pets and the environment to create a truly unique experience that speaks to the passion points of outdoor enthusiasts alike. The automaker will implement additional green event practices this year including expanded recycling collection with [TerraCycle®](#) and waste reduction education with [Leave No Trace](#).

In partnership with [POWDR](#), one of the last family-owned adventure lifestyle companies with multiple mountain resort destinations, the Subaru WinterFest tour will include live music sponsored by [Harman Kardon®](#) from national touring indie/bluegrass bands such as [Lukas Nelson & Promise of the Real](#), [Langhorne Slim & The Law](#), [G Love & Special Sauce](#) and [The Lil Smokies](#). Music from emerging artists and DJs provided by [SiriusXM®](#) radio. Visitors are encouraged to demo the latest gear from [Nordica](#), [Lib Tech](#), [Thule](#), [Shred](#) and other partners offering daily giveaways at on-site tiny house inspired event trailers, campers and front decks.

Mountain-goers are invited to play lawn games, relax in hammocks, or warm up at upgraded hangout zones with fire pits. Enjoying winter comforts from [Stumptown Coffee Roasters](#), [SMASHMALLOW](#), [Chocolove](#) and [KIND Healthy Snacks](#). Through programming executed by POWDR's experiential marketing team, weekend guests are encouraged to engage with experienced adventure seekers – making time off the slopes just as exciting as on them.

"Adventure and outdoor exploration is engrained in the DNA of the Subaru brand and our owners, so we are thrilled to kick off WinterFest for the 2019 season," said Alan Bethke, Senior Vice President of Marketing, Subaru of America Inc. "Year after year, we are delighted by the growing enthusiasm each stop of the tour receives, and we are excited to integrate new elements of our programming this year, in addition to the many activities attendees have come to love and look forward to."

### [Subaru Loves Pets](#)

Dogs and their people are welcome at Subaru WinterFest, where they'll find games, guided training sessions, photo ops, and [Super Chewer Outpost](#) by [BARK](#). These basecamps for dog adventures are built at select stops on the tour (Copper, Silver and Mt. Bachelor) in partnership with BARK, the makers of BarkBox.

In collaboration with longtime partner the [National Ski Patrol](#) (NSP), Subaru will continue to put a spotlight on outdoor safe mountain communities' canine heroes. During WinterFest events this season, for every Subaru information form received \$1 to the [Subaru National Ski Patrol Avalanche Rescue Dog Scholarship Fund](#), created in unison with NSP to send five av teams of dogs and their handlers to the biannual [Wasatch Backcountry Rescue's International Dog School](#).

#### **Subaru Loves the Earth**

New for 2019, Subaru is working alongside [TerraCycle](#) to collect recyclable waste generated during Subaru WinterFest and educate consumers on zero landfill practices. In partnership with [Klean Kanteen](#), Subaru event teams will also provide attack bottles and mugs (while supplies last), as opposed to single-use cups, throughout each weekend.

Subaru vehicles, such as the all-new, 2019 [Subaru Ascent SUV](#) and [Forester Sport](#), will be on-site for consumers to experience of the tour. In addition, Subaru owners will enjoy perks such as VIP parking for easy access to the lift and lodge, as well as supplies last.

#### **2019 Tour Dates**

A full schedule for Subaru WinterFest 2019, including featured musician/band(s) and [Super Chewer Outpost](#) by [BARK](#) located below:

<b>Dates</b>	<b>Resort Location</b>	<b>Musician/Band(s)</b>	<b>S C B</b>
January 12-13	Snowshoe Mountain, WV	The Lil Smokies (1/12)	N
January 19-20	Jack Frost Big Boulder, PA	The Lil Smokies (1/19)	N
January 26-27	Boyne Mountain Resort, MI	The Lil Smokies (1/26)	N
February 15-17	Copper Mountain Resort, CO	Lukas Nelson & The Promise of the Real (2/16) Langhorne Slim & The Law and Kind Hearted Strangers (2/17)	Y
February 22-24	Snowbird, UT	G. Love & Special Sauce (2/23)	N
March 2-3	Sierra-at-Tahoe Resort, CA	The Lil Smokies (3/2)	Y
March 8-10	Boreal Mountain Resort, CA	The Lil Smokies (3/9)	Y
March 15-17	Mt. Bachelor, OR	G. Love & Special Sauce, Langhorne Slim & The Law (3/16), and Lil Smokies (3/15)	Y
March 22-24	Eldora Mountain Resort, CO	Lukas Nelson & The Promise of the Real (3/23) and the Lil Smokies (3/24)	N

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

**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 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 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](https://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).