



## Media Information

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### SUBARU HELPS SAVE THE LIVES OF PETS DURING 2019 NORTH AMERICAN INTERNATIONAL AUTO SHOW

Automaker Partners with Michigan Humane Society to Host First-Ever Pet Adoption Event Inside Booth at the Auto Show

Detroit, MI, Jan 19, 2019 - Subaru of America, Inc. today announced it will be hosting a pet adoption event during the 2019 North American International Auto Show (NAIAS). Through a partnership with [Michigan Humane Society](#), the adoption event is aimed at finding forever homes for pets in the metro Detroit area. The first-of-its-kind event will be held inside the Cobo Center at the Subaru exhibit, located in Hall B, where attendees will have the opportunity to adopt and take home a dog or puppy.

"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 Michigan Humane 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, Jan. 19, 9:00 AM – 2:00 PM
- Sunday, Jan. 20, 9:30 AM – 2:00 PM
- Saturday, Jan. 26, 9:30 AM – 2:00 PM
- Sunday, Jan. 27, 9:30 AM – 2:00 PM

"We are so grateful to Subaru of America for inviting us to be a part of this great event," says Michigan Humane Society media manager Anna Chrisman. "The opportunity to showcase our animals and highlight the work we do in such a unique space is something our team is really looking forward to."

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 Michigan Humane Society's work in

metro Detroit.

Prospective adopters should bring with them a photo ID and either a credit or debit card to process payment. All adopters are subject to normal MHS adoption guidelines and procedures. Questions about the adoption process can be directed to the Animal Resource Center at 866 (MHUMANE).

This NAIAS 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](#). For more information about Subaru Loves Pets, please visit [www.subaru.com/pets](http://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 Michigan Humane Society**

The Michigan Humane Society, founded in 1877, is the oldest and largest nonprofit animal welfare organization in the state. Each year, MHS achieves 100 percent placement of more than 10,000 healthy and treatable animals through compassionate care, community engagement, and advocacy for humane treatment. The MHS operates three shelter and veterinary centers in Detroit, Rochester Hills, and Westland; five adoption partnerships with Premier Pet Supply, Petco, and PetSmart; and both a Cruelty Investigation Department and a Statewide Animal Response Team. Learn more at [michiganhumane.org](http://michiganhumane.org).

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