

Media Information



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SUBARU LAUNCHES "SHARE THE LOVE" CAMPAIGN

National Charities Include: ASPCA®, Make-A-Wish®, Meals On Wheels®, and National Park Foundation

Cherry Hill, N.J., Nov 20, 2014 - Subaru of America, Inc. has launched the seventh annual "Share the Love" campaign, which will run through January 2nd, 2015.

During this time, Subaru will donate \$250 for every new Subaru vehicle sold or leased to the customer's choice of the following charities: ASPCA®, Make-A-Wish, Meals On Wheels Association of America®, and National Park Foundation. In addition to the four national organizations, Subaru retailers once again have the opportunity to add a local charity for their customers to support. This year, 608 hometown charities have been selected by Subaru retailers. With Subaru retailers also making their own donations to local charities, total donations will be well in excess of the \$15 million committed by Subaru of America.

The event's advertising campaign is comprised of broadcast and digital work by Subaru's AOR, Carmichael Lynch, and is being lead by the television spot, "How it Feels."

How it Feels

In the new 30-second commercial we see a series of emotional moments in the lives of those touched by the "Share the Love" event. An elderly woman is brought a meal, along with the companionship that helps her live independently. An owl thrives in the protected habitat of a national park. A rescue dog basks in the attention received at an animal shelter. And the final scene captures the hope in the eyes of a young Make-A-Wish child recovering from a serious illness. The good feelings are shared by all those who choose a new Subaru during the event.

"How it Feels" is available to view on Subaru of America's YouTube channel here:

<https://www.youtube.com/watch?v=FhfbUm1oyls&list=UUw0N2zPZIYsrUcVIJkl6mBA>

"The new creative work helps bring to life the emotion and charities behind the Share the Love event and shows why we do this – it has a direct effect on the world around us," said Alan Bethke, vice president of marketing, Subaru of America, Inc. "By the end of this year, Subaru will have donated a total of \$50 million to a host of national and local charities since the inception of the Share the Love program."

- **Follow Subaru on Facebook:** <http://www.facebook.com/subaruofamerica>
- **Join the dialog:** http://www.twitter.com/subaru_usa #sharethelove

[ASPCA®](#)

The ASPCA® has been the voice for animals for 148 years, providing relief, care, and service to those in need. Whether it's rescuing animals from abuse, introducing and enforcing more humane legislation or supporting shelter communities, each donation furthers efforts to help animals live better lives.

[Make-A-Wish®](#)

When kids with life-threatening medical conditions are granted their one true wish, they get the strength to keep fighting. Their families come together. And lives get better for everyone involved. Help Make-A-Wish grant wishes for kids in your community.

[Meals On Wheels Association of America®](#)

The Meals On Wheels Association of America provides national leadership to support local, community-based senior nutrition programs to ensure that no senior is hungry or alone. Each donation helps to deliver the nutritious meals, friendly visits, and safety checks that enable America's seniors to live nourished lives with independence and dignity.

[National Park Foundation](#)

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, protecting America's special places, connecting people to parks, and inspiring the next generation of park stewards.

[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 600 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.