

## NEWS RELEASE

### For Immediate Release

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### SUBARU AND THE LEUKEMIA & LYMPHOMA SOCIETY CELEBRATE GESTURES OF HOPE FOR SUBARU LOVE PROMISE

#### - LLS and Subaru Send Well Wishes and Warm Blankets to Cancer Patients in June, Subaru Loves to Care month -

**Rye Brook, NY (May 31, 2016)** – Subaru of America and The Leukemia & Lymphoma Society (LLS) announced a collaboration to provide much needed support and “warmth” to patients fighting cancer and their families in communities across the country.

During Subaru Loves to Care month this June, LLS and participating Subaru retailers across the country together will provide blankets and messages of hope to patients undergoing cancer treatment at local hospitals and treatment centers. Visitors to Subaru retailers will be given the chance to share personalized messages of hope to patients in their local communities, which will be delivered alongside blankets to provide comfort and warmth as they continue their fight against cancer. Those who write a message of hope will receive a Subaru and LLS awareness bracelet, to help spread awareness of LLS and Subaru of America’s goal to provide hope and care, one gesture at a time.

“Through our [Subaru Love Promise](#) we aim to make the world a better place and our owners care deeply about giving back in their local communities,” said Alan Bethke, senior vice president of marketing at Subaru of America. “We are proud to team up with The Leukemia & Lymphoma Society for Subaru Loves to Care month to help provide care and support to patients battling cancer and their families.”

### Where Love Meets Hope

Subaru and LLS are bringing to life the Loves to Care month in close to 400 Subaru retailers across the country. By the end of June, Subaru retailers will donate more than 30,000 blankets and thousands of messages of hope to patients fighting cancer across the country.

LLS will be featuring inspiring stories and photographs of survivors and patients fighting cancer, like the hundreds of patients in communities across the country who will receive blankets and messages of hope through the month.

Three-time cancer survivor 38-year-old Christopher Jenkins' story is a beacon of hope among the many others fighting cancer in the Subaru community. An outdoor enthusiast, Christopher believes in the healing power of nature. While battling cancer, it was important for Christopher to have his Subaru Outback to brave the Michigan winters as he traveled to his treatments and drove with his dogs off the beaten path.

“It’s really hard when you’ve been diagnosed with cancer to think about the future, but something about nature and seeing my dogs run around in the woods gave me hope,” Christopher shared.

According to LLS president and CEO, Dr. Louis J. DeGennaro, “This initiative with Subaru is a perfect fit for LLS. Through our network of 56 chapters and Subaru’s presence in communities across the country, together, we are reaching and supporting even more patients, families and caregivers in their time of need. Through this initiative to raise awareness for the urgent need to find cancer cures and ensure patients have access to lifesaving treatments, Subaru is helping us make someday, today, for blood cancer patients.”

Visit [www.lls.org/subaru](http://www.lls.org/subaru) to learn more about LLS's mission and impact, and how to help Subaru and LLS make someday, today, for blood cancer patients.

#### **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 620 retailers across the United States. All Subaru products are manufactured in a zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a Certified Wildlife Habitat by the National Wildlife Federation. For additional information, visit [media.subaru.com](http://media.subaru.com).

#### **About The Leukemia & Lymphoma Society**

The Leukemia & Lymphoma Society® (LLS) is the world's largest voluntary health agency dedicated to blood cancer. The LLS mission: Cure leukemia, lymphoma, Hodgkin’s disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world, provides free information and support services, and is the voice for all blood cancer patients seeking access to quality, affordable, coordinated care.



WWW.LLS.ORG



Founded in 1949 and headquartered in Rye Brook, NY, LLS has chapters throughout the United States and Canada. To learn more, visit [www.LLS.org](http://www.LLS.org). Patients should contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 9 p.m. ET.

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