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FOR IMMEDIATE RELEASE

## **SUBARU OF AMERICA CELEBRATES ITS LOVE OF PETS DURING OCTOBER “SUBARU LOVES PETS” INITIATIVE**

**Throughout October, Subaru works with several partners to help improve the safety and wellbeing of pets in need**

**Cherry Hill, NJ – October 7, 2016** – This October, Subaru of America, Inc. has once again kicked off its “Subaru Loves Pets” initiative as part of the brand’s [Love Promise](#) platform. More than half of Subaru drivers are also pet owners, and the automaker remains committed to keeping the entire family safe, including beloved pets. As part of this commitment to animal welfare, Subaru retailers across the country will activate several programs that will help animals in need.

### **Pet Supply Drive**

In celebration of “Subaru Loves Pets”, Subaru retailers across the nation will work hand-in-hand with local animal organizations to host pet supply drives in order to help support animals who lack the necessary materials to live healthy and happy lives. As a team, the retailer and local animal organizations will collect critical items, such as pet food and treats, toys, dog beds, grooming supplies, collars, harnesses, leashes, and more, to give to animals in need and in turn, increase pets’ overall chances of adoption. Throughout October, Subaru encourages customers to visit their local retailer and snap a photo with their furry friend with a fun pet-friendly photo frame or sign up to volunteer at a local animal organization. As a token of appreciation, Subaru retailers will gift those who donate an all-new 2017 Impreza dog toy, while

supplies last. For more information on how you can help pets in your area, please visit your local Subaru retailer to find out how you can get involved.

### **Pilots N Paws**

As part of its longstanding partnership with [Pilots N Paws](#), an organization devoted to rescuing thousands of shelter animals surrendered in the United States, Subaru has once again supported its annual flyway mission, during which pilots transport at-risk animals from kill shelters to no-kill shelters, foster care and new pet parents. During this year's rescue mission, which took place on October 1<sup>st</sup> in Kennesaw, GA, the automaker assisted with ground transportation, food and accommodations for pilots, as well as travel kits for the rescued animals' journey to safety. With the help of 40 pilots and 40 planes, the mission successfully transported over 220 dogs and cats to safe havens and loving homes. For more information about Pilots N Paws and to volunteer for a future event, visit [www.pilotsnpaws.org](http://www.pilotsnpaws.org).

### **Pet Philanthropy Circle – 2016 Pet Hero Awards**

For the fifth consecutive year, Subaru will partner with The [Pet Philanthropy Circle](#) and support its mission to improve animals' quality of life by generating greater public awareness around their welfare during the annual Pet Hero Awards. Subaru has been the exclusive vehicle of the organization since its inaugural year and will sponsor the 5th annual Pet Philanthropy Pet Hero Awards, on October 7<sup>h</sup> in New York City. The Pet Hero Awards celebrate individuals, associations, professionals, pets and business organizations that demonstrate a commitment to improving and protecting animals' lives. To learn more about the Pet Heroes Awards, purchase tickets or view this year's award recipients, visit [www.petphilanthropycircle.org/petheroawards.html](http://www.petphilanthropycircle.org/petheroawards.html).

“Subaru Loves Pets is all about showing our pets the love that they show us each and every day,” said Thomas J. Doll, President and COO of Subaru of America, Inc. “We are very pleased to partner with organizations like Pilots N Paws, The Pet Philanthropy Circle and many local animal welfare groups, to help improve the health and well-being of animals across the country and help them to find new homes.”

For information about Subaru Loves Pets and to find out more about the partners that Subaru supports, visit <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 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 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](http://media.subaru.com).

### **About Pilots N Paws**

Founded in February of 2008, Pilots N Paws has made a difference by saving the lives of more than 100,000 innocent animals. Partnered with Subaru and Petmate, Pilots N Paws is a 501c3 charitable organization who through the help of more than 5,000 general aviation volunteer pilots transports rescue animals by air free of charge. The mission of Pilots N Paws is to provide a communication venue between those that rescue, shelter, and foster animals and pilots and plane owners willing to assist with the transportation of these animals. The goal of Pilots N Paws is to continue to promote awareness of animal overpopulation and to implement education programs to end this problem in our lifetime.

### **About The Pet Philanthropy Circle**

The mission of the Pet Philanthropy Circle is to inspire everyone to become involved in defending the rights of animals. Our core objectives include promotion of spay and neuter, adoption of rescue animals over purchasing pets, teaching the benefits of animal ownership, being kind to animals, and the importance of micro-chipping pets. The Pet Hero Awards promote public awareness of the causes that protect our animals and celebrate individuals, associations, professionals, pets and business organizations that demonstrate a commitment to improving and protecting animal lives. Our belief is by recognizing role models, others will aspire to excellence, as well. Our Advisory Board Members are solely responsible nominating potential

Pet Hero Award candidates. It is essential that this group be totally committed to our cause and willing to invest the time and/or financial commitment necessary to keep our awards program standards of excellence intact.

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