

Subaru to 'Share the Love' With Pets

The automaker designates the ASPCA one of five charities to receive donations.

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The American Society for the Prevention of Cruelty to Animals (ASPCA) will be a part of Subaru of America's new campaign, the "Subaru Share the Love Event." Through the program, customers who purchase or lease new Subaru vehicles can select from one of five charities to receive a \$250 donation from Subaru of America.

"The ASPCA is thrilled to partner with Subaru for their 'Share the Love' event," said Ed Sayres, ASPCA president and CEO. "It is heartwarming to be on the receiving end of such generosity, especially during this holiday season. Subaru customers who select the ASPCA as their charity of choice will know that this donation will help us continue the life-saving work we do each day."

The event, which runs through Jan. 2, is expected to generate up to \$5 million for the participating charities. The other four charities are: Habitat for Humanity International, Boys & Girls Clubs of America, Meals on Wheels Association of America, and the National Wildlife Federation.

"We wanted to create a program that not only stands out from the crowd but is relevant to our customer's value system — that of giving back to the community," said Kevin Mayer, Subaru of America's director of marketing communications. "The program is also timely in that many charities are feeling the effects of the recent economic troubles. So we are pleased to be helping charities during this difficult period."