



FOR IMMEDIATE RELEASE

April 16, 2019

Contact: Tracy McCarty, Marketing Director

330-657-2796 x157

tmccarty@forcvnp.org

SUBARU SHARE THE LOVE EVENT[®] GENERATES OVER \$19,000 IN DONATIONS TO CONSERVANCY

PENINSULA, OH – The Conservancy for Cuyahoga Valley National Park received \$19,356 in total donations from the 2018 Subaru “Share the Love” event. This includes \$16,856 in donations from Subaru of America and an additional contribution of \$2,500 from the Conservancy’s partner retailer, Cascade Subaru.

“This generous gift helps the Conservancy support the park in many ways, from providing educational programs for local children to maintaining trails,” said Conservancy CEO Deb Yandala. “We appreciate the value that Subaru of American places on our national parks and are especially pleased to have Cascade Subaru’s investment in the work that we do in Cuyahoga Valley National Park.”

From November 15, 2018 to January 2, 2019, Subaru donated \$250 for every new Subaru vehicle purchased or leased at more than 628 participating Subaru retailers nationwide to the customer’s choice of the following national charities: The American Society for the Prevention of Cruelty to Animals[®] (ASPCA[®]), Make-A-Wish[®], Meals on Wheels America[®] and the National Park Foundation.

In addition, Subaru retailers selected one or two hometown charities from their local community to support, adding more than 682 local causes to the event. The Conservancy for Cuyahoga Valley National Park was chosen to be Cascade Subaru's local charity. This means that for every car purchased or leased at Cascade in Cuyahoga Falls, the Conservancy received \$250 from Subaru thanks to buyers who chose the Conservancy as their preferred charity.

"We have partnered with the Conservancy in other fundraising efforts," said Michelle Primm, managing partner of the Cascade Auto Group. "We like their education programs and the opportunities they present to children. We firmly believe in supporting organizations that make this community a better place to live."

The donations will directly impact Conservancy programs including environmental education for local students, cultural arts events, trail rehabilitation, habitat restoration, and the park’s volunteer program, as well as other critical park projects.



The staff of Cascade Subaru was on hand to present the Share the Love check to the Conservancy. Holding the check are Cascade Auto Group Managing Partner Michelle Primm (left) and Conservancy Executive Deb Yandala.

About the Conservancy for Cuyahoga Valley National Park

Conservancy for Cuyahoga Valley National Park is a non-profit organization created to enrich lives and our communities by inspiring use, appreciation and support of Cuyahoga Valley National Park and ensure its preservation. The Conservancy is supported by our corporate sponsors [Cascade Auto Group](#), [The J.M. Smucker Company](#), [Appalachian Outfitters](#), [Western Reserve Racing](#), and patrons like you.

About Subaru of America

[Subaru of America, Inc.](#) (SOA) is a 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 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. 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 has donated more than \$120 million to causes the Subaru family cares about, and its employees have logged more than 40,000 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.