



FOR IMMEDIATE RELEASE

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SUBARU “SHARE THE LOVE” EVENT GENERATES OVER \$30,000 IN DONATIONS TO CONSERVANCY

PENINSULA, OH – The Conservancy for Cuyahoga Valley National Park is pleased to accept \$30,875 in total donations from the 2019 Subaru “Share the Love” event.

“We admire Subaru of America’s commitment to our national parks, and are especially grateful to Cascade Subaru’s longtime support of the Conservancy and of our local national park,” said Conservancy CEO Deb Yandala. “The generous gift we received will help us support Cuyahoga Valley National Park, and ultimately, our community.”

Between mid-November to the end of the 2019 calendar year, Subaru donated \$250 for every new Subaru vehicle purchased or leased at more than 632 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 meant 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 are very pleased to designate the Conservancy as our local charity of choice,” said Michelle Primm, managing partner of the Cascade Auto Group. “The Conservancy’s mission aligns beautifully with the typical Subaru buyer. Our customers would be proud to support this organization.”



(Photo: Conservancy Chief Development Officer Sheryl Hoffman (left) accepting check from Michelle Primm (right), managing partner of the dealership.)

The 2019 event had raised over \$10,000 more than the previous year. Donations will directly impact Conservancy programs and critical park projects.

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About the Conservancy for Cuyahoga Valley National Park

The Conservancy for Cuyahoga Valley National Park is the official friends group and philanthropic partner for Cuyahoga Valley National Park (CVNP). With a mission to enrich lives and our communities by inspiring use, appreciation and support of CVNP and ensure its preservation, the Conservancy offers cultural and educational programming, operates a year-round environmental education center, co-manages the park's volunteer program, provides venues for weddings, meetings and special events, and operates three park retail spaces.

About Subaru of America, Inc.

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 \$190 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.