[YOUR LOGO GOES HERE]

[Your Name]

[Title]

[Program Name]

 [Phone]

[Email]

**\*MEDIA ALERT\***

[YOUR PROGRAM] TO CELEBRATE SUBARU SHARE THE LOVE EVENT WITH [ACTIVATION EVENT]

WHO: In celebration of the tenth annual Subaru Share the Love Event, [describe event or media opportunity.]

[Include your program’s boilerplate and any additional information about the local Subaru retailer.]

WHAT: As part of a national partnership with Meals on Wheels America, Subaru of America will donate $250 to the purchaser’s choice of participating charity – one of which is Meals on Wheels – for every new vehicle sold or leased from November 16, 2017, through January 2, 2018. Since the Share the Love Event began in 2008, Subaru and its participating retailers have donated more than 1.7 million meals, safety checks and friendly visits to seniors being served by local Meals on Wheels programs across the country. For more information, visit [www.mealsonwheelsamerica.org/sharethelove](http://www.mealsonwheelsamerica.org/sharethelove).

WHERE: Local Retailer or Event Location

 Street Address

 City, State ZIP

WHEN: Day, Month XX, 2017

 Time

VISUALS: Describe any photo/video opportunities *(e.g., Subaru employees delivering meals to seniors or Food Trucks in dealership parking lot).*