



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Subaru Hawaii Donates \$13,000 to Hawaii Wildlife Fund and SPCA Maui

*Hawaii Wildlife Fund Receives an Additional \$5,000 for Winning Facebook Poll;
Subaru Hawaii's "Share the Love" Event Raises \$25,300 for Five Hawaii Non-Profits*

KAHULUI, HAWAII– Subaru Hawaii today announced that its “Share the Love” sales event has raised \$6,700 for [Hawaii Wildlife Fund](#) and \$2,300 for the **SPCA Maui**. As the winner of Subaru Hawaii’s Facebook fan favorite voting contest, Hawaii Wildlife Fund received an additional \$5,000, for a grand total of \$11,700. A check presentation was held at Island Subaru in Kahului this morning.

Subaru Hawaii’s Share the Love event donated \$250 for every new vehicle sold by Subaru Hawaii dealers from November 1 to December 31, 2011. In total, the Share the Love event raised \$25,300 for a group of great causes. In addition to Hawaii Wildlife Fund and SPCA Maui, the other three non-profits were **Hawaii Literacy**, the **Oahu SPCA** and the **Hawaii Island Humane Society**.

Share the Love Event Maui Results
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The public also had an opportunity to vote for their favorite participating non-profit organization on Subaru Hawaii's Facebook page. At the end of the sales event period on December 31, Hawaii Wildlife Fund received 45 percent of all votes and earned an additional \$5,000.

"We are delighted to give back to the community by supporting our local non-profit partners," said Glenn Inouye, Senior Vice President, Servco representing the Subaru Hawaii Dealers. "The Facebook contest, in particular, was very well received by the public. It was a very close and exciting race right up to the very end."

"Hawaii Wildlife Fund will use the funds from Subaru for our Big Island Marine Debris clean up program and our Maui sea turtle recovery projects," said HWF President Hannah Bernard.

"Hawaii Wildlife Fund's multiple, ongoing conservation projects will benefit from Subaru Hawaii's generosity and the publicity of the Share the Love campaign," said Cheryl King, Hawaii Wildlife Fund Vice President. "We can only hope that other businesses recognize the importance of giving back to the community so we can all work together to protect our natural resources, which makes Hawaii a better place to visit and live."

"Being a part of Subaru Hawaii's Share the Love campaign has been fantastic in so many ways," said Whitney White, SPCA Maui President. "We support an awesome company with a superior fleet of vehicles and they support non-profits to do their work in our Hawaii communities, making us all winners. SPCA Maui extends a Mahalo Nui to Subaru Hawaii for this contribution which will help us save thousands of dogs and cats from homelessness and suffering through our spay/neuter programs."

About Subaru Hawaii

Subaru Hawaii sells vehicles across a network of five dealership locations statewide - Big Island Subaru in Hilo and Kona; Island Subaru in Kahului; and Servco Subaru in Mapunapuna and Waialae. Subaru is the only automotive manufacturer to receive the Insurance Institute for Highway Safety's (IIHS) Top Safety Picks for all models for the past two years. All Subaru products are built in zero-landfill production plants where 100 percent of waste is recycled or turned into electricity. For additional information on Subaru Hawaii, visit subaruhawaii.com.

About Hawaii Wildlife Fund

Hawaii Wildlife Fund is a non-profit organization dedicated to the conservation of Hawaii's native wildlife through research and education. We are educators, conservationists, researchers, naturalists, communities, volunteers and donors devoted to the conservation of Hawaii's fragile marine ecosystem and its inhabitants. For more information, visit wildhawaii.org.

About SPCA Maui

The mission of SPCA Maui is to create a "no more homeless pets" Maui and stop the killing of companion animals as a means of population control. Shelter models deal with pet overpopulation by eliminating animals they cannot adopt out. Our prevention model addresses the cause of the problem at the source. Our focus is to educate and assist needy pet owners with spay/neuter by placing them with our participating local veterinarians for surgery and assisting them financially with whatever they cannot cover themselves. We must stop uncontrolled breeding and homeless pets with spay/neuter. For more information, visit spcamaui.org.

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