

Sept. 27, 2021

**PRESS RELEASE**  
**For immediate use**

**Subaru of Spokane to Drive SpokAnimal Pet Adoptions**

Spokane, Wash., – Sept 27, 2021– For the month of October, Subaru of Spokane is partnering with SpokAnimal for the Subaru Loves Pets initiative, which includes a variety of events and incentives designed to help pets find loving homes.

**Sept. 30**

*Good Morning America* on ABC, will highlight the nation-wide event, which includes 600 invited shelters and their local Subaru dealerships.

**Oct. 3**

Subaru of Spokane hosts SpokAnimal for the ASPCA and Subaru Loves Pets Adoption event being held from 12pm to 3pm. Fun fact: Subaru is the largest corporate donor of the ASPCA, and has donated over \$30 million to support the adoption, rescues, transport and health or more than 250,000 animals. Through an invitation-only grant, SpokAnimal received \$4,000 in funding from the ASPCA and Subaru to help make pets adoption-ready for the event.

**Oct .22**

Subaru's 3<sup>rd</sup> Annual National Make A Dog's Day. Subaru representatives will join the *Today Show* on NBC to invite all dog lovers to do something extra special for their dogs, or dogs in need. SpokAnimal has planned a surprise treat for the dogs that day, and the community is invited to donate toys and treats as well.

**Oct 1 - 31**

During the month, Subaru's "underdogs" campaign is designed to draw attention to pets that are older, deaf, blind, or "different." As part of that effort, the local dealership will contribute \$100 per pet adopted from SpokAnimal during the month, up to \$3,100. In 2020, participating shelters, which included SpokAnimal, facilitated over 22,000 adoptions during the month of October, with 16% of those being underdogs.

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“Because of Subaru, October is always a fun month for us and the pets we serve,” stated SpokAnimal’s executive director, Dori Peck. “We hope our community will come to the adoption event and show their support for the animals and the impact Subaru of Spokane is making with the Subaru Love Promise campaign.”

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