



Rhonda Parker  
Development & Communications Manager  
Detroit Meals on Wheels  
(313) 446-4444 ext. 5819  
(313) 680-1155  
parkerr@daaa1a.org

FOR IMMEDIATE RELEASE

**Detroit Meals on Wheels joins Meals on Wheels America and Subaru in Sharing the Love this Holiday Season**

*Subaru's tenth annual Share the Love Event® will help deliver nutritious meals and compassion to seniors in Eastern Wayne County*

Detroit, MI (November 14, 2017) – Detroit Meals on Wheels is proud to announce that it will be participating in the tenth annual Subaru Share the Love Event as a member of [Meals on Wheels America](#) – one of four national Share the Love charitable partners supported through the promotion. From November 16, 2017 to January 2, 2018, Subaru of America will donate \$250 for every new Subaru vehicle sold or leased to the customer's choice of participating charity.

“The number of older adults who benefit from Meals on Wheels has increased over the years and is expected to increase significantly in coming years. We’re very appreciative to have had Subaru’s support in the past and look forward to the continued partnership,” said Paul Bridgewater, President and CEO, Detroit Area Agency on Aging.

Participating Meals on Wheels America members, like Detroit Meals on Wheels will receive a share of the donation raised by Subaru in their state. Detroit Meals on Wheels will raise awareness for the popular year-end sales and giving event, and drive support for Meals on Wheels through digital and print media and local events.

“For the past ten years, Subaru of America has partnered alongside the Meals on Wheels network to deliver nutrition, companionship and comfort to our nation’s most vulnerable seniors,” said Ellie Hollander, President and CEO, Meals on Wheels America. “Since 2008, Subaru’s Share the Love Event has helped deliver more than 1.7 million meals to seniors served by Meals on Wheels. Funds raised through this year’s event will come at a critical time for the Meals on Wheels network, allowing our boots on the ground to deliver even more of these critically needed services.”

This year marks the automaker's 50th Anniversary in the U.S. and, for the second year in a row, there will be no cap on the total donation from Subaru of America to its Share the Love charitable partners. At the culmination of this year, Subaru hopes to exceed a grand total of \$115 million donated since the creation of Share the Love to celebrate the tenth anniversary of the event.

By purchasing or leasing a new Subaru during the Event and selecting Meals on Wheels America as your charity of choice, you can help deliver nutritious meals and other important services to seniors right here in Eastern Wayne County.

For more information, visit [www.mealsonwheelsamerica.org/sharethelove](http://www.mealsonwheelsamerica.org/sharethelove).

### **About Detroit Meals on Wheels**

Meals on Wheels is a state and federally funded program that offers nutritious meals to homebound seniors and adults with disabilities that live in Detroit, the five Grosse Pointes, Hamtramck, Harper Woods and Highland Park. Participants may choose to receive either a hot meal delivered once per day Monday through Friday or five frozen meals delivered once per week. The program also offers liquid nutrition for those who are unable to eat solid foods and have a prescription from their physician.

For more information, visit [www.DetroitSeniorSolution.org](http://www.DetroitSeniorSolution.org). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

### **About Meals on Wheels America**

Meals on Wheels America is the oldest and largest national organization supporting the more than 5,000 community-based programs across the country that are dedicated to addressing senior isolation and hunger. This network exists in virtually every community in America and, along with more than two million staff and volunteers, delivers the nutritious meals, friendly visits and safety checks that enable America's seniors to live nourished lives with independence and dignity. By providing funding, leadership, education, research and advocacy support, Meals on Wheels America empowers its local member programs to strengthen their communities, one senior at a time. For more information, or to find a Meals on Wheels provider near you, visit [www.mealsonwheelsamerica.org](http://www.mealsonwheelsamerica.org).

### **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 Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 620 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.

For additional information visit [media.subaru.com](http://media.subaru.com). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

###