

## Sommer's Subaru "Shares The Love" In Milwaukee

*By Sommer's Automotive*

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*Sommer's Subaru Dealership helps 5 national charities as part of \$5 million nation-wide program in Milwaukee, WI*

Sommer's Subaru is supporting the "**Subaru Share the Love Event**" marketing campaign by donating an additional \$50 for every Subaru sold during the "Share the Love Event," to increase the total donation to \$300 per Subaru.

Based on the love Subaru owners have for their vehicles and their desire to help worthy causes, the "Subaru Share the Love Event," runs from November 24th to January 2nd and allows Subaru new vehicle customers to select from five charities to receive a \$250 donation from Subaru of America, following the vehicle purchase or lease.

The event is expected to raise up to \$5 million for the charities during its duration. The five charities participating in the program are: Habitat for Humanity International, Boys & Girls Clubs of America, Meals On Wheels Association of America, The American Society for the Prevention of Cruelty to Animals (ASPCA), and the National Wildlife Federation (NWF).

Wally Sommer from Sommer's Subaru said, "We wanted to create a program that not only stands out from the crowd but is also relevant to our customer's value system – that of giving back to the community. The program is also timely in that many charities are feeling the effects of the recent economic troubles. So we are pleased to be helping charities during this difficult period."

Sommer's Subaru <http://www.sommers.subaru.com> is Southeast Wisconsin's largest and most experienced Subaru dealership. Subaru sales at Sommer's are up 50% over 2007, with increased awareness of Sommer's low price policy, award winning customer care and Subaru safety, quality, value and the industry leading Subaru all wheel drive system standard on every Subaru. Sommer's is now one of the largest Subaru dealers in the Midwest, and still has the family owned care and concern that our guests have come to expect.

You can find out more and take delivery of your new Subaru at <http://www.sommerscars.com>

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Category	Automotive, Consumer, Lifestyle
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