

**November 24, 2020**

**Subject Line:** You Can Share the Love This Holiday Season! Spread the Love with us!



Dear BSC Membership & Friends,

I wanted to let you know about an exciting event that is near and dear to my organization's heart: [the 2020 Subaru Share the Love Event](#). Over the past 12 years, Subaru and its retailers have helped Meals on Wheels to deliver more than 2.3 million meals nationwide to seniors in need through their Subaru Share the Love Event.

Here's how it works: this November 19, 2020, through January 4, 2021, for every new Subaru vehicle purchased or leased, Subaru will donate \$250 to the customer's choice of participating charities.\* Meals on Wheels is one of four national participating charities and has been since the inception of the event. Through this event, as a member of Meals on Wheels America, Bakersfield Senior Center, Inc. will receive a share of the donation from Subaru vehicles sold at participating Subaru Retailers.

I know that not all of you are in the market to purchase a new car, but if you are, please look into the [Subaru Share the Love Event](#) to learn more. If you're not shopping for a new vehicle, *you can still help* by spreading the word to your family and friends. A few quick and easy ways to do that:

- **Forward this email!**
- Share our posts about the 2020 Share the Love Event on Facebook: Bakersfield Senior Center. You can also do this on Twitter (@parkerlp5) or Instagram (@lillijparker).

I can't thank you enough for your ongoing support of Bakersfield Senior Center, Inc. It means a great deal to us, but more importantly, has the chance to make a meaningful difference in the lives of the seniors we serve.

Sincerely,  
Lilli J Parker  
Executive Director

\*Disclaimer: Subaru will donate \$250 for every new Subaru vehicle sold or leased from November 19, 2020, through January 4, 2021, to four national charities designated by the purchaser or lessee. Pre-approved Hometown Charities may be selected for donation depending on retailer participation. For every new Subaru vehicle sold or leased during the campaign period, participating retailers will donate a minimum of \$50 in total to their registered Hometown Charities. Purchasers/lessees must make their charity designations by January 15, 2021. The four national charities will receive a guaranteed minimum donation of \$250,000 each. See your local Subaru retailer for details or visit [subaru.com/share](http://subaru.com/share). All donations made by Subaru of America, Inc.