

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Meals on Wheels and Subaru are sharing the love to keep seniors warm this winter

Virtual blanket drive through December 21

Santa Cruz County, CA — Meals on Wheels for Santa Cruz County joins Meals on Wheels America, Subaru of America, Inc. and Santa Cruz Subaru in sharing the love this holiday season. In conjunction with annual 2020 Subaru Share the Love campaign, they are conducting a virtual blanket drive to keep vulnerable seniors warm this winter.

Since 2018, Community Bridges' Meals on Wheels for Santa Cruz County has partnered with Santa Cruz Subaru to support the nutritional needs of Santa Cruz County older adults during the holiday season and beyond. The Subaru Share the Love event has raised \$16,415, which translates to 1,614 nutritionally balanced meals, for local seniors. This year they hope to continue to engage community support with a virtual blanket drive that will keep seniors warm this winter.

“We are proud to partner with Subaru of America and Santa Cruz Subaru to enable more seniors to live with independence and dignity,” said Lisa Berkowitz, Program Director Meals on Wheels for Santa Cruz County. “Many of the seniors we serve are low-income and do not have an existing support system. Over the last nine months of the pandemic they have been homebound and struggled even more with isolation and financial crises. In addition to the nutritious food we deliver, the blanket drive will allow us to also bring some warmth and caring into their lives.”

The public is invited to purchase fleece blankets for Meals on Wheels participants through December 21 by visiting this web page: communitybridges.org/events. In order to minimize contact, blankets will be delivered directly to the Meals on Wheels site in Santa Cruz. Meals on Wheels volunteers will deliver the blankets in the holiday basket that participants receive on Christmas day.

Meals on Wheels America is one of four national 2020 Subaru Share the Love Event charitable partners supported through the campaign. From November 19, 2020, through January 4, 2021, Subaru of America will donate \$250 for every new Subaru vehicle purchased or leased to the customer's choice of participating charities.

ABOUT MEALS ON WHEELS FOR SANTA CRUZ COUNTY

Since 1976, Meals on Wheels for Santa Cruz County, a program of Community Bridges, has served nearly 9 million meals to 65,000 local seniors in need. Meals on Wheels for Santa Cruz County serves 1,600 seniors in need each year with nutritious meals and caring human contact. The tireless work of this program—supported by a dedicated army of 200 volunteers—allows thousands of Santa Cruz County residents to remain healthy, safe, and independent in their own homes.

ABOUT COMMUNITY BRIDGES

Community Bridges envisions a thriving community where every person has the opportunity to unleash their full potential. Together, our family of programs delivers essential services, provides equitable access to resources, and advocates for health and dignity across every stage of life. To learn more, please visit www.communitybridges.org.

The Community Bridges family of programs includes the Child & Adult Care Food Program, Child Development Division, Women, Infants and Children (WIC), La Manzana Community Resources, Live Oak Community Resources, Mountain Community Resources, Nueva Vista Community Resources, Elderday Adult Day Health Care, Lift Line and Meals on Wheels for Santa Cruz County.

About Meals on Wheels America

[Meals on Wheels America](http://www.mealsonwheelsamerica.org) is the leadership organization supporting the more than 5,000 community-based programs across the country that are dedicated to addressing senior isolation and hunger. This network serves 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.

About Subaru of America, Inc.

[Subaru of America, Inc.](http://www.subaru.com) (SOA) is a wholly owned subsidiary of [Subaru Corporation](http://www.subaru.com) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants and [Subaru of Indiana Automotive, Inc.](http://www.subaru.com) 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](http://www.subaru.com), 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 \$165 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.

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