

Premier Subaru of Branford Chooses Local Charity Camp Rising Sun To Be Part of 2015 Subaru "Share the Love" Event

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Branford, CT ([PRWEB](#)) November 30, 2015 -- Premier Subaru of Branford, CT has again selected Camp Rising Sun as the local beneficiary in the 2015 Subaru "Share the Love" event.

From Nov. 19, 2015 to Jan. 2, 2016, customers who purchased or leased a new Subaru vehicle could select from a list of charities including one local charity to receive a donation of \$250. This year, Subaru of America, Inc. will donate \$15 million to participating charities. Over the last seven years, more than \$50 million has been donated to a number of worthy causes through the "Share the Love" event.

Subaru of America selected the four national charities: ASPCA®, Make-A-Wish®, Meals On Wheels Association of America® and National Park Foundation. Subaru retailers could also elect to add a local charity and Premier Subaru of Branford selected Camp Rising Sun as the "hometown charity" for the second year in a row. In addition, Premier Subaru is one of only 3 retailers in the Northeast, that has committed to an additional contribution – above and beyond what is raised, of \$5,000. One of the others is Premier Subaru of Branford's affiliate – Premier Subaru Watertown, in Watertown, CT. This is a part of Premier Subaru's "Love Promise" to the community. This is a focused effort to give back to the communities in which the company serves.

Last year, Premier Subaru of Branford was able to present Camp Rising Sun with a check for \$33,239. "The donation allowed several kids with cancer to enjoy a summer camp established especially for them and their needs. The kids get to experience a time at camp and gain some normalcy to their lives" Robert J. Alvine, President of Premier Subaru of Branford said. He added, "This year we hope to raise \$40,000 for the Camp".

Premier Subaru is one of America's largest Subaru dealerships. For more than 15 years, Premier Subaru has been heavily involved in the Branford – New Haven County Community. The dealership is proud to be an active member of their community; supporting many local organizations, by participating and attending events and contributing generous donations. The company is BBB Accredited with an A+ rating for Service and Sales and has exceptional customer satisfaction scores, as reported by Subaru of America.



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Online Web 2.0 Version

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