



# 2018: A YEAR OF LOVE



**LANDERS McLarty**

**SUBARU**

A FRANK WILLIAMS DEALERSHIP



# WHAT LOVE LOOKS LIKE TO US

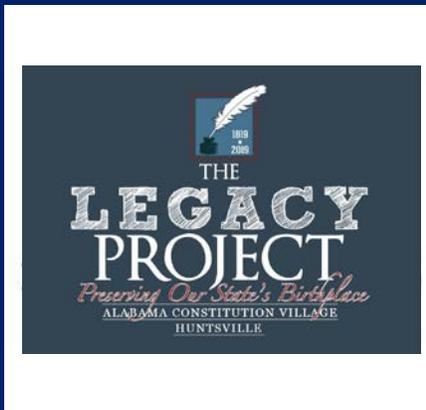
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A commitment to our community ALL YEAR AROUND. We strive to empower our charities to reach new heights and achieve goals previously thought unachievable.

We provide support through monetary donations, raising awareness, increasing volunteers, raising funds, and filling unexpected needs.



# OUR LOVE STORY, ONE PILLAR AT A TIME



# THE LEGACY PROJECT

## Efforts:

Lander's McLarty Subaru wishes to support *The Legacy Project* by providing a gift of \$40,000 to the Alabama Constitution Village **over a period of five years (2018-2022)**.

The funds acquired will directly support the **FW Subaru Field Trip Fund** and an investment in *The Legacy Project* by Landers McLarty Subaru will enable the following elements:

- Implementation of the **FW Subaru Field Trip Fund**
- The FW Subaru Field Trip Fund will provide greater accessibility to students/Title 1 schools across the region and eliminate any monetary barrier (impacting approximately 30,000 students)
- Restoration of interior interpretive/educational areas
- Restoration of historic furnishings
- Bicentennial professional workshops for educators/ The Teacher's Institute
- Enhancement of virtual field trip technology



A large graphic featuring two hands in silhouette, positioned to form a heart shape. The hands are set against a background of a sunset or sunrise, with a warm orange and yellow glow at the bottom transitioning into a clear blue sky above. The overall composition is centered and occupies most of the frame.

# JANUARY 2018

## Contest:



**Landers McLarty Subaru**  
January 14 · 🌐

Today is National Dress Up Your Pet Day

National Dress Up Your Pet Day is observed each year on January 14. This day was created to make it a special day for pets and to celebrate pet fashion.

Thank you to Donna Jones White, Alexandra Griffin, and Darcy Harbaugh for sharing your beautiful pets all dressed up!... [See More](#)

Like Comment Share

January 2018

# UNEXPECTED WARMTH

## Efforts:

January 14<sup>th</sup> is national Dress up your Pet day – and for this we held a Social Media contest for our customers to submit photos of their pets!

The chosen winner received a Subaru-branded Sleeping Bag, which doubled as a Jacket (from the Crosstrek Launch Kit). **The winner chose to take her sleeping bag and donate to the homeless.** Once we heard about her efforts, of course we wanted to help her, so we donated a reusable water canteen, camping utensils and a backpack.

**What a great day to be a Subaru Retailer!**

A large graphic featuring two hands in silhouette, positioned to form a heart shape. The hands are set against a background of a sunset or sunrise, with a warm orange and yellow glow at the bottom transitioning into a clear blue sky above. The overall composition is romantic and celebratory.

# FEBRUARY 2018

February 2018

# A TRUE LOVE MONTH

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## Focus Charity: YMCA

**Effort:** Raise awareness about the Local Summer Camp hosted by the YMCA, as well as fund a Scholarship Program that allows children to attend the camp who cannot afford the fees.

**Impact:** Through our **Send a Kid to Camp** promotion, we funded a scholarship program to serve 6 Kids this summer, allowing them the opportunity to experience the wonderful adventures only Camp can provide!



## LOVE STORY:

### Uncommon Adventures: Why Kids Need Camp

– Jessica L.

Landers McLarty Subaru has committed themselves to making sure that every child has the ability to experience once-in-a-lifetime adventures, no matter their family background or income.

The Heart of the Valley YMCA provides an unforgettable experience to children in North Alabama with their Camp Cha-La-Kee Resident and Day Camp. Hiking, horseback riding, kayaking, a ropes course, archery, or bouncing off of the giant inflatable (nicknamed The Blob) floating on scenic Lake Guntersville are just a few of the activities that campers can experience.

Not every child can afford a summer at Camp; the Y knows this, and Landers McLarty Subaru and General Manager Frank Williams wanted to be a part of bridging the divide. In February, they offered their “Send a Kid to Camp” promotion for every car sold, and because of their commitment, children who otherwise never would have this opportunity will form friendships, memories and life-changing ideas about what they are capable of. But don’t take it from us. Listen to Matthew, whose family could never have afforded this summer experience for him and for his siblings without partners like Subaru.

*“Thank you for the opportunity to go to camp. I loved it, and I intend to be a Counselor-in-Training next year, and then a Counselor. It just confirmed me wanting to be a teacher and working with children. Thank you again from Matthew (or Big Foot, my Camp name)!”*

## Event:



Landers McLarty Subaru shared an event.  
Published by Carmelita Iglesias [?] · February 1 · 🌐

Have you gotten your tickets yet?? Don't miss out on the best event of the year! We can't wait to see everyone and their puppies tomorrow night.

**THE GREATER HUNTSVILLE HUMANE SOCIETY**  
**2018 DOG BALL**

**TICKET TO THE DOG BALL**

**FEB 2** The Greater Huntsville Humane Society ...  
Fri 5:45 PM · Von Braun Center · Huntsville  
Maryann, Jay and 3 friends

As with all of our Annual partners,  
we help ensure that each of their  
efforts have the largest reach  
possible by promoting their  
many activities!



February 2018

# ABOVE AND BEYOND

## GHHS – Dog Ball

The Greater Huntsville Humane Society relies on donations and fundraisers to care for the animals in our shelter. Our largest fundraiser each year takes place in February, and is called the Dog Ball. The evening includes dinner, a silent auction, and a live auction. But, the highlights of the evening are the VIDs (Very Important Dogs). Each of the 50+ dogs walks the runway and through the crowd of dog lovers. This event not only raises much needed funds, but it also serves as a platform to show success stories from our adoptions to the community in hopes that all shelter animals get adopted each month!

The Dog Ball is a wonderful and necessary evening that would not be possible without help from corporate sponsors like **Landers McLarty Subaru**. With their support, we are able to generate the funding necessary for basic, daily care needs for the animals, medical care, emergency care, vaccines, long term treatments, community education programs, monies to help families who need emergency medical care for their pets, etc. etc. etc. The list goes on. We are thankful for partners like Landers McLarty Subaru who so generously support the Greater Huntsville Humane Society's efforts to care for homeless pets!

February 2018

# ABOVE AND BEYOND

## Food, Newspaper & Supply Drive

We hold an ANNUAL GHHS Food/Newspaper/Supply Drive within the dealership for our Local ASPCA Partner to help meet their ongoing supply needs.

In February, our efforts resulted in more donations than one charity could take, so we reached out to our community and shared our bounty with all who needed it.



Landers McLarty Subaru

February 8 · 🌐

Does anyone have a cause that could use newspaper?

Let us know in the comments. Our last newspaper drive was so successful we still have more newspaper than the shelters can handle for now.

#SubaruLovesPets #Subaru #Huntsville #FrankWilliamsDealership #LandersMcLartySubaru



February 2018

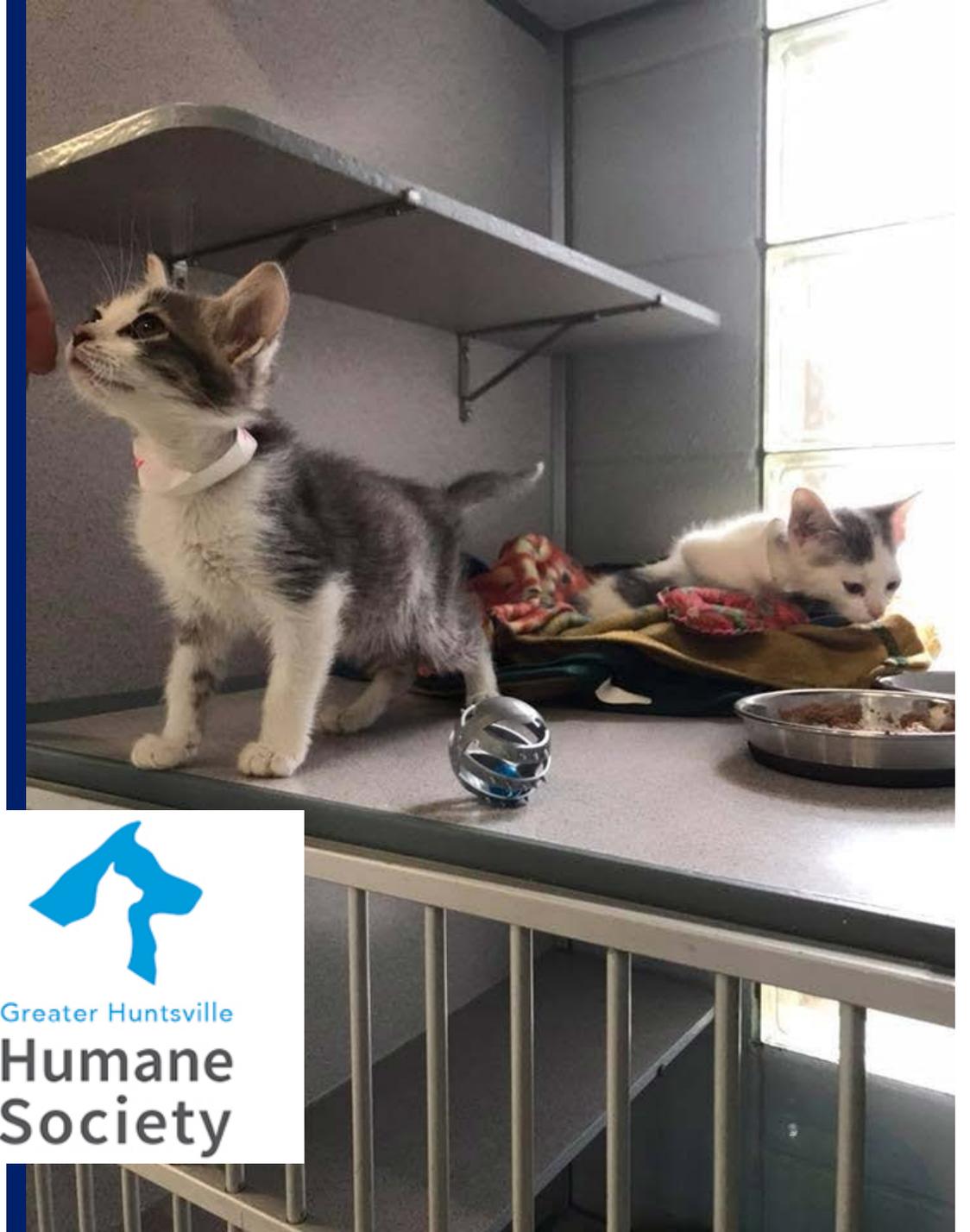
# FACEBOOK FUN!

## New Arrivals

In an effort to help our charities have the biggest reach possible, we continuously promote them in various ways using social media. When the Humane Society had a few new tenants, we made a trip down to showcase them!

Click the link below to see their heartwarming faces in action:

<https://www.facebook.com/LandersMcLartySubaru/videos/1587756667940631/>



## Contest:



Landers McLarty Subaru  
February 15 · 🌐

Win a RTIC Cooler

Stop by and take a picture with a salesperson and your dream car. Post your picture in the comments and we'll randomly select a winner.

So, drop by, find a car or truck you love, grab a salesperson, take some pictures, and post them.

\*Contest will run through the end of the day 2/21/2018. Winner will be selected randomly from the comments with pictures Thursday morning 2/22/2018. Must be 18 years or older to enter.

The RTIC 20 is a great personal cooler. It is very practical for everyday use and can be taken to work, camping, hunting, or fishing. This cooler keeps your food & drinks colder longer and holds up to 24 cans plus ice. The cooler is equipped with a heavy-duty stainless steel handle that locks upright for easy one-handed carrying. You can truly take this cooler anywhere!



February 2018

# TAKE A PICTURE WITH YOUR DREAM SUBARU!



February 2018

# RAINY DAYS ARE PERFECT SUBARU DAYS!

We wanted to share with our customers why shopping for a new Subaru on a rainy day could be just as fun as shopping any other day!

Click the link below to see why:

<https://www.facebook.com/LandersMcLartySubaru/videos/1588716097844688/>



Landers McLarty Subaru was live — at Landers McLarty Subaru.

February 16 · Huntsville · 🌐

Free Starbucks! Cooler giveaway! Funny Sales Managers! Do you need more reasons why shopping for a new car can be fun in the rain? Then tune in now and let [Nathan Hudson](#) tell you more:



-  **Teresa Delozier** · 0:43 We came in and bought an Outback today!  
Like · Reply · 11w 
-  **Landers McLarty Subaru** · Congratulations on your new car!!  
Like · Reply · 11w 
-  **Nathan Hudson** · 0:18 man that's one handsome individual. 😊  
Like · Reply · 11w 
-  **Saheed Persad** · 0:00 I think it's time for me to get a Subaru  
Like · Reply · 11w 
-  **Paulette Minor** · 0:26 ❤️ my Forester!  
Like · Reply · 11w 
-  **Lynn Zimmerman** · 1:03 Just bought my 3rd Subaru Forester from Bridgett! She's my go to girl about every two years! #2014 #2016 #2018  
Like · Reply · 11w · Edited 

1.1K Views



A close-up photograph of two hands, one from the left and one from the right, with fingers interlaced to form a heart shape. The background is a soft, out-of-focus green, suggesting an outdoor setting. The hands are positioned in the left and center of the frame, with the heart shape facing right.

**MARCH  
2018**

March 2018

# A MONTH TO REMEMBER

## Focus Charity: YMCA

**Effort:** We held an auction where we donated multiple items, including a vehicle the children were able to place painted handprints all over!

**Impact:** The auction raised over \$20,000 for our local area children!



## LOVE STORY:

### Thousands Raised for our Community's Children!

– Jessica L.

On March 27, 2018, Landers McLarty Subaru organized an auction with Dealer Auto Auction of Huntsville in support of the Heart of the Valley YMCA Early Childhood Education (ECE) Scholarship Program. Together, they raised over \$22,000 for children and families. Landers McLarty Subaru not only initiated the idea for this auction, but they provided a vehicle that toured the YMCA's three Early Childhood Education Centers to be painted by all the children; this was then the centerpiece item auctioned at the event.

In 2017, the YMCA's ECE Centers provided over 330 children ages six weeks to five years with almost \$250,000 in childcare scholarships for families living below the poverty line. These scholarships help parents to afford safe, quality care at a state-licensed center while they work or attend school. At this event, YMCA ECE Center parent Jessica Scott spoke about how the ECE Centers prepared her daughter to attend a prestigious private school for elementary education, while allowing Jessica to earn a bachelor's degree. She now has a son enrolled in the program, and recently was able to receive her Master's Degree while working full-time.

*"The YMCA ECE Program helped me get ahead, so that now if I were to have a third child, I could afford to pay for their childcare and, in turn, free up a scholarship for another needy family,"* Jessica offered.

This event and the \$22,000 raised will have a huge impact on the YMCA's ability to offer scholarships that provide families and children; it would not have been possible without the dedication and commitment of Landers McLarty Subaru to the YMCA's mission of leaving no child or family behind based on an inability to afford their services.

March 2018

# REACHING FOR THE STARS

When a customer asks to have their two loves (her son and her Subaru) shared on our social media, we jumped on the chance to get our customers involved!

We held a caption contest, which showed us the deep rooted love our customers hold for the Subaru brand.



Landers McLarty Subaru

March 12 · 🌐

CAPTION THIS!

Write a caption as a comment below for a chance to win!

Best caption wins a 30 OZ RTIC Tumbler.

Winner will be announced 3/28.

\*Contest will run through the end of the day 3/27/2018. Winner will be selected by a panel of Subaru employees who will basically decide which ones they like based on their own personal preference. Must be 18 years or older to enter.



Subaru SAFE - Subaru BRZ

One of our customers was hit from behind and spun off the road hitting a tree. He walked away from this WITHOUT a scratch!

He bought a new Subaru from us the next day!

#SubaruSafe #Huntsville #Subaru

March 2018

# EVERY SUBARU, EVERY TIME, EVERY TRIP

You can never have too many stories of how  
Subarus are keeping our customers safe on the road –  
Every Subaru, Every Time, Every Trip.



March 2018

# READY TO SERVE



Our Partners' needs are not just once a year. They occur every day! And we are ready to serve their needs on a moment's notice. GHHS was in dire need of newspapers, so we stepped up our annual collection efforts to meet that need ASAP!



## LOVE STORY: Never-ending Needs

As a nonprofit organization, the Greater Huntsville Humane Society has consistent needs. We always need newspapers to help keep our puppy kennels clean and dry. We are always in need of pet food to stock our pet food pantry for low-income families. Of course, our biggest need is always money. We are so grateful to organizations like Landers McLarty Subaru for their constant support in helping us continually fill these needs.

Recently, we put out a call for newspapers as our puppy kennels were full. But, our newspaper supply was gone. Landers McLarty Subaru collected papers and delivered them to us. However, they did not only deliver the papers. They had also purchased pet food for our King's Community Kitchen Pet Food Pantry, and collected money in their "dog bank."

*"Typical of Landers McLarty Subaru, they not only met our needs but also, went the extra mile. We are indebted to this group of fine people. The Greater Huntsville Humane Society is so appreciative of all that Landers McLarty Subaru does to help our organization."*

A close-up photograph of two hands, one from the left and one from the right, with fingers interlaced to form a heart shape. The background is a soft, out-of-focus green, suggesting an outdoor setting. The hands are positioned in the center-left of the frame, with the heart shape facing right.

**APRIL  
2018**

## Event:



Landers McLarty Subaru  
April 3 · 🌐

Help plant a tree!

In celebration of Earth Month, this month when you buy a vehicle at Landers McLarty Subaru or Landers McLarty Dodge Chrysler Jeep Ram, we'll make a donation to plant a tree at a Land Trust Preserve!

This month, for every vehicle sold, we are donating a seedling to the Land Trust of North Alabama.

Come down and take a look at our Showroom Subaru and see how it's set up for camping or hitting the trails.

In partnership with the Land Trust of North Alabama and Leaf in Creek Earthpedition.

#SubaruLovesTheEarth



April 2018

# SUBARU LOVES THE EARTH

## EmBARKing on an Adventure

During the month of April (Subaru Loves the Earth), our attentions turned to the Land Trust of North Alabama, our local land conservation organization.

They had recently acquired a new preserve in dire need of rehabilitation. In an effort to help rejuvenate a particularly devastated wooded area of the preserve, **Landers McLarty Subaru** donated a tree seedling to be planted at the new preserve for every Subaru sold in the month of April.

Click a link below to go on an adventure with us:

<https://www.facebook.com/LandersMcLartySubaru/videos/1639694696080161/>

<https://www.youtube.com/watch?v=ZOc-f77jh7M>

April 2018

# PLANTING GROWTH

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*“On #ArborDay, we’re especially grateful for our friends at Landers McLarty Subaru and Landers McLarty Dodge Chrysler Jeep Ram for their donation this month that will allow us to plant trees and restore native forests on Land Trust preserves.”*



## LOVE STORY:

### Providing Healthcare for Local Children

– Jennifer L.

HEALS, Inc was fortunate enough to be chosen as the hometown charity for Lander's McLarty Subaru's 'Share the Love' campaign. Because of the generosity of Landers McLarty Subaru along with the new Subaru vehicle owners of Huntsville, AL, we were recently awarded \$28,884! This generous donation will go such a long way to help the patients of HEALS receive the healthcare and services they need to be well and feel confident in school. With such a wonderful donation, 50 children will receive the dental care they need for the next year. HEALS can also provide 50 children with the medical care they need for the next year.

*"As part of the Heels for HEALS campaign, HEALS can purchase brand new shoes for over 200 patients to receive on their annual well-child checkup, in addition to the almost 100 pairs of shoes & 170 pairs of socks that we received from the **Share the Love** shoe drive that Lander's McLarty hosted for us."*

With this donation, HEALS can not only supply each dental patient a new toothbrush and toothpaste to take home with them, but also provide supplies for dental screenings at each of the five schools where our clinics reside! In addition, we will be able to staff the medical clinics with medicine to treat our patients, such as Band-aids, allergy & pain medicines, lice treatment kits, cold medicine, etc. HEALS is so thankful for the community partnership that we have with Landers McLarty Subaru, for the awareness that they bring to our organization, and for their huge heart for HEALS!

April 2018

# STL DONATION



Landers McLarty Subaru shared a photo.

April 6 · 🌐

We love being a small part of HEALS, Inc. helping our community!  
#SubaruLovesToCare #SubaruShareTheLove



HEALS, Inc.

April 6 · 🌐

👍 Like Page

We are beside ourselves with joy over the community support HEALS received through the Landers McLarty Subaru "Share the Love" campaign, one of the generous Fra...  
See More



**MAY**  
**2018**



Landers McLarty Subaru

May 4 at 2:02pm · 🌐

Look who came by to visit Subaru!

We had a chat to see what Subaru can do to help the Huntsville K9 Unit in their great job of keeping our city safe!

#SubaruCares #SubaruLovesPets #SubaruLovesProfessionalDogs

Huntsville Police Department



May 2018

# #SUBARUCARES

Huntsville Police Department K9 Unit stopped by the dealership to chat about Landers McLarty Subaru can help them out in 2018!



May 2018

# #SUBARULOVESPETS

Sharing important Pet Safety info from the brand new Ascent.

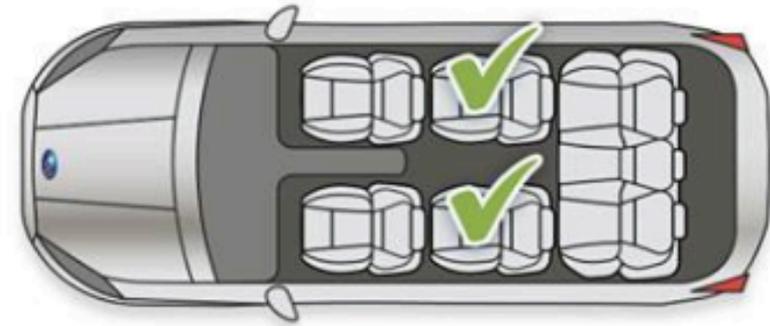


**Landers McLarty Subaru**

May 7 at 2:05pm · 🌐

Subaru of America and Center for Pet Safety Unveil the Safest and Most Dangerous Spots for Pets in an SUV.

[#SubaruLovesPets](#)



Pets 20 lbs. and under should be properly secured in a 2<sup>nd</sup> row captain's chair.

**INFOGRAPHIC | Subaru of America and Center for Pet Safety Unveil the Safest and Most Dangerous Spots for Pets in an SUV**

3BLMEDIA.COM

May 2018

# CUSTOMER & COMMUNITY COMMITMENT

We are so incredibly honored to have been given this award as well as being able to share it with those who made this possible:  
**our amazing customers and community partners!**

-  **Lynn Frye** Congratulations! Y'all are the best!  
Like · Reply · 2d
-  **Shangri La** Congratulations!! 😊  
Like · Reply · 2d
-  **Jessica Bailey McKleroy** Yes have been to bham and y'all ALWAYS y'all for me 😊 send everyone I know to y'all
-  **Felica Sparks** Congrats!!!!  
Like · Reply · 2d
-  **Johnny C Barrett** Well deserved! Bravo LM Subaru!
-  **Jerry Shepherd** now get me that 2017 outback limited  
Like · Reply · 1d
-  **Vanessa R. Chandler** Congratulations!  
Like · Reply · 18h

## 2018 Customer & Community Commitment Award

We'd like to thank our community partners and our customers for making this prestigious award possible.

We were one of only 184 (out of 800) Subaru retailers to win\*.

Thank you!

\*Only elite Subaru retailers who exhibit remarkable dedication to both pillars of the Love Promise — exceptional service to their customers and extraordinary work in their communities — can earn this award.

HEALS, Inc. CASA of Madison County Ability Plus, Inc. Heart of the Valley YMCA Greater Huntsville Humane Society (GHHS) Land Trust of North Alabama



May 2018

# HELPING TO REGAIN INDEPENDENCE



Landers McLarty Subaru was live.

May 21 at 12:38pm · 🌐

Helping to regain independence one wheelchair ramp at a time. Tune in now to see how we are partnering with CASA of Madison County to make this happen!



1.3K Views



Like



Comment



During the month of May, we donated a piece of a wheelchair ramp for every new Subaru sold. Our customers had the opportunity to select which piece they would like donated on their behalf, and to add their name to that piece on a model ramp inside our showroom.

CASA builds and provides wheelchair ramps to those in need, free of charge, and we have decided to lighten their load by providing all materials necessary to build one for one of their clients.

Please see the video below to hear about how wheelchair ramps impact CASA clients:

<https://www.facebook.com/LandersMcLartySubaru/videos/1688776244505339/>

May 2018

# ONE WHEELCHAIR RAMP AT A TIME!

To see our efforts in this months advertising watch here:

<https://www.youtube.com/watch?v=ZIQHOZGVcqA>



**Nexus Energy Center** · 3:42 Awesome! Love seeing our partners at CASA of Madison County! They are an integral part of our Comfort Project and bring so much to so many in need!

Like · Reply · 2d



**Eric St. John** · 1:39 Such an awesome thing! Thank you for your support of this wonderful organization.



**Bonnie Bumbalough** · 2:00 I am glad you are doing what you do. Very proud of you. Thank You

Like · Reply · 1d



**Kevin E. Fernandez** · 0:00 Excellent!



**Raechel Benefield**



**Charlotte Douglas Byrd** · 3:11 Great job Jessica!!

Like · Reply · 14h



May 2018

# A TRUE LOVE MONTH

## Focus Charity: CASA

**Effort:** Donate a piece of a wheelchair ramp for every new Subaru sold. Customers select which piece to donate and add their name to that piece on a model ramp in our showroom.



## LOVE STORY:

### Subaru Helps Open the Door to Freedom

– Jessica B., CASA

Often the simplest things in life are taken for granted. Take for instance the commonly used saying, “stop and smell the roses.” What if you were unable to get out of your home to do just that?

CASA client, 57 year old, Ms. H, is wheelchair bound and has relied on her family members to help her in and out of her home for many years. Recently a group of CASA volunteers installed a wheelchair ramp which freed her and allowed her to enter and exit her home by herself. Upon finishing the ramp build, she immediately made her way to her roses and began smelling the newest blooms. She was overwhelmed with appreciation as she wept and thanked our volunteers. One of those volunteers commented that as he watched her smelling those roses for the first time in a very long time, he could only imagine how sweet they must smell.

The materials used on every wheelchair ramp is made possible by monetary donations, just like that of Landers McLarty Subaru. The wheelchair ramp donation from Frank Williams Dealership Landers McLarty Subaru will help our neighbors be able to enjoy those simple things in life and open a new door to mobility, freedom, and safety. From our clients, their families, our volunteers, and staff, thank you for caring about our aging and homebound community.

May 2018

# A DAY FULL OF AMBASSADORS!

*Our Subaru Ambassadors stopped by for our Customer Appreciation Day and of course had to park next to each other! We love our Ambassadors and are thankful for all of their support.*



Landers McLarty Subaru shared a post.

May 22 · 🌐



Johnny C Barrett is 3 attending Landers McLarty Subaru Customer Appreciation Day at Landers McLarty Subaru.

May 19 · Huntsville, AL

A trio of ambassador mobiles!

May 2018

# COMMUNITY COMMITMENT

We are ready to serve our partner's needs on a moment's notice!  
The Greater Huntsville Humane Society was in need of new dog toys and dog rope, so we reached out to our loyal Facebook community to meet that need!



Landers McLarty Subaru shared a post.

May 29 at 3:06pm · 🌐

Puppies in need of toys! Do you have an extra rope toy you would be willing to donate to the Greater Huntsville Humane Society (GHHS)? Or be willing to pick one up? If so, bring it by the dealership and we will deliver them to the Greater Huntsville Humane Society (GHHS) or if you're near by bring it straight to them!



**Greater Huntsville Humane Society (GHHS)**

Animal Shelter

 Send Message

**Greater Huntsville Humane Society (GHHS)**

May 25 at 9:46am · 🌐

 Like Page

Our puppies and dogs are in need of rope toys! Theirs have all been chewed to pieces! Donations welcome! Landers McLarty Subaru

A photograph of a beach with turquoise water and white foam washing onto a sandy shore. A heart shape is drawn in the sand in the foreground. The image is partially overlaid with a white rectangular area on the right side.

**JUNE  
2018**

June 2018

# 2018 STARS DANCING FOR HEALS

As a fun way to support the HEALS organization, our very own Carmelita Iglesias, Director of Marketing, jumped at the chance to represent the Frank Williams' Dealerships for the 2018 Stars Dancing for HEALS!

During her time at the dealerships, Carmelita has made it her mission to ensure that every charitable effort made achieves the most impact possible. These efforts include a shoe drive for HEALS, which collected over 100 pairs of shoes, as well as 170 pairs of socks, for underprivileged children in our community.

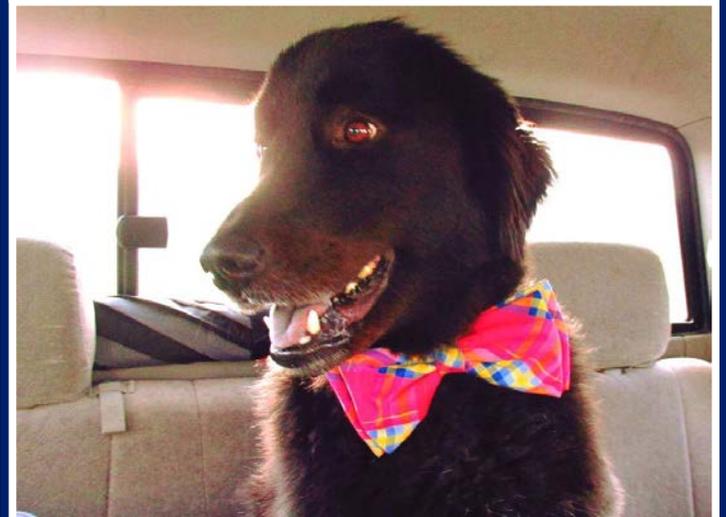


June 2018

# COMMUNITY EFFORT

The Greater Huntsville Humane Society's needs are constant, and so we do our best to communicate those across our local community in hopes of being able to help fulfill their needs. In June, we focused on promoting their need for dog toys, along with the GHHS summer fundraiser: **Hot Dogs and Cool Cats Pet Photo Contest!**

Our customers had lots of fun shopping for puppy toys at the Humane Society! 😊



 Greater Huntsville  
Humane Society

2018

Hot Dogs & Cool Cats

Pet Photo Contest

June 2018

# #EnablingLivesAndDreams



During the month of June, we supported one of our Annual Partner's campaign: to raise funds for a wheelchair swing!

Watch the video to see why this is something that was so desperately needed:

<https://www.facebook.com/LandersMcLartySubaru/videos/1712667675449529/>

## IMPACT:

### A Dream to Swing, Realized by Subaru!

– Laurie S.

Ability Plus is a non-profit organization that maintains residential homes and day habilitation for individuals in North Alabama with intellectual and developmental disabilities. With 4.6 million Americans diagnosed with ID (intellectual disabilities) and the enormous expense required for proper care, the cost is on the rise.

Many adults with ID/DD must live on Supplemental Security Income (SSI) which provides an average monthly payment of \$600 for people ages 19-64. With such low monthly payments, people with disabilities struggle to enjoy the very basic activities that we take for granted.

In June 2018, Landers McLarty Subaru embarked on a mission with Ability Plus to help fund two new wheel chair swings for our disabled clients. Most of us take an activity like swinging for granted. But for our special clients, the joy and exhilaration that they will be able to experience will forever put a smile on their faces, as well as all of the people who know and care for them.

Landers McLarty Subaru is always on the front line to help Ability Plus reach these goals to make the lives of those who cannot fully help themselves a priority. We are very grateful for their generosity and willingness to help change lives! Landers McLarty is helping us raise \$11k to purchase and install these swings. We are honored to be a community partner, and we look forward to changing the lives and experiences for our clients so that they can have a beautiful life. Thank you, Landers McLarty Subaru, for helping a Dream to Swing come true!



Johnny, thank you for the review of the new Ascent.



**Johnny C Barrett** is at Landers McLarty Subaru.  
June 24 · Huntsville, AL

I had an opportunity to drive the new Subaru Ascent yesterday, and was pleasantly surprised. The 260HP 277LB Torque engine will really move. With 5000 lbs towing capacity, and 8 passenger seating, those looking for a full sized SUV should really give it a look. They have one available to test drive at <https://www.facebook.com/LandersMcLartySubaru/>.

<https://www.subaru.com/vehicles/ascent/features.html>

#subaruambassadors

June 2018

# #SubaruAscent

The day finally came. The first-ever 2019 Ascent hit the Showroom with a bang! Dozens of customers arrived to get a close-up look of the new Subaru showstopper. Immediately following the vehicle demonstration, our preorders skyrocketed! What a great day. Even our Ambassadors were blown away by the Subaru Ascent.



A photograph of a beach with turquoise water and white foam washing onto a sandy shore. A heart shape is drawn in the sand in the foreground. The image is overlaid with a semi-transparent white rectangle on the right side, which contains the text 'JULY 2018'.

**JULY  
2018**

July 2018

# DOG OWNERS, WELCOME!

This month, we built a puppy corner in our Service department showroom to give our Subaru doggy owners a comfortable place to wait.

Dogs of all sizes enjoyed snuggling into the super-soft Subaru Dog Pillow. This particular dog scooped our pillow up and took it home! Dozens of customers flocked to our parts department to order their very own.



**Chelsea E Holder** But does it fit nicely in the back of my crosstrek? 🐾🐾



**Landers McLarty Subaru** Of course! We have one in our parts department that you can try out if you'd like 😊

Like · Reply · 2w



**Landers McLarty Subaru**

July 9 at 4:51 PM · 🌐

Every Dog wants a Subaru Bed. Only \$115\*

- Rugged polyester fleece over soft cotton stuffing
- Cover is removable and washable
- 40"W x30"L x4"D
- Imprint
- Royal

\*Dog not included. 😊



👍❤️ 29

4 Comments 3 Shares

July 2018

# SPOTLIGHT

It is always nice to be given a little spotlight by our friends!



## IMPACT: Life Changing Trips for Kids with Subaru

– Jessica L.

For the second year in a row, the Heart of the Valley YMCA will take ten teens to have a once-in-a-lifetime experience - one that also could change the course of their lives. Christian Values Conference takes place in Black Mountain, North Carolina at the YMCA Blue Ridge Assembly. It is a place where over 500 teens from across our nation come together to learn about fellowship, faith, and leadership - learning to value meaningful friendships with other teens from different places and from all walks of life. Each day includes morning and evening devotionals, small group activities and near-constant games and exercises that show them how to expand their minds while also expanding their network of relationships.

This year's theme is "You Are Not Alone," an important reminder in today's world. The Heart of the Valley YMCA exclusively offers Christian Values Conference to teens whose families could otherwise never afford an experience like this for their children; half of our teens are returning participants, with a mix of 9th, 10th, 11th and 12th graders attending this year. The Heart of the Valley YMCA pays the total cost for this trip, which makes finding support an integral part of providing this for these teens and their families. This year, Landers McLarty Subaru subsidized the ENTIRE cost of travel for our teens, providing two vans to take them and their chaperones to North Carolina. Without their help, the Y would not have been able to provide safe, comfortable accommodations for our teens - who deserve to truly immerse themselves in this experience with no worries for them or their families as to how they will get from Huntsville, Alabama to Black Mountain, North Carolina.

*"We are so appreciative of the constant and consistent support of Landers McLarty Subaru - they never miss an opportunity to make the lives of the children we serve better. Who knows how life-changing this trip could be a for a teen who has never left their neighborhood and seen what the world has to offer?"*

**LANDERS McLarty**  
**SUBARU**  
A FRANK WILLIAMS DEALERSHIP



July 2018

# LIFE CHANGING TRIPS





Landers McLarty Subaru shared a post.  
July 16 at 10:16 AM · 🌐

#sharethelove



Make-A-Wish Alabama  
July 9 at 11:45 AM · 🌐

👍 Like Page

Check it out! Landers McLarty Subaru raised \$1,926 during their #SharetheLove campaign! Thanks for helping us grant more wishes!

July 2018

# #ShareTheLove

It was with great pride that we presented another donation check to Make A Wish, one of our Share of the Love charities. Thank you to our amazing customers who love to help give back!



July 2018

# ASCENT FIELD TRIP

In honor of the arrival of the first-ever Subaru Ascent, we decided to have an adventure! We took it to a marina for its first tow, went mountain biking, had a picnic, and took it for an afternoon stroll in the park.

Check out the photos here:

[https://www.facebook.com/pg/LandersMcLartySubaru/photos/?tab=album&album\\_id=1768261103223519](https://www.facebook.com/pg/LandersMcLartySubaru/photos/?tab=album&album_id=1768261103223519)



## IMPACT: Landers McLarty Delivers Hope to CCI

– Kate S., LLS

Caring for the community and environment are at the core of the Subaru community. This was on full display on July 16th when ambassadors from Landers McLarty Subaru pulled up to the entryway of Clearview Cancer Institute (CCI) in Huntsville, Alabama. They were there to deliver hope. For the last three years, Landers McLarty has partnered with the Alabama/Gulf Coast Chapter of The Leukemia and Lymphoma Society (LLS) and Clearview Cancer Institute to show support for patients going through cancer treatment. Along with boxes full of beautiful blankets were hundreds of hand-written letters of encouragement and hope – all from customers and employees at Landers McLarty Subaru.

These blankets and notes of encouragement will be delivered to patients at CCI who are going through cancer treatment, at a time when they need it the most. New in 2017, Landers McLarty and LLS realized that their goal was not just to provide warmth and comfort for the cancer patients at CCI, but also for their family. For every patient that goes through treatment at CCI, there are countless friends and family that rally behind them. In addition to the blankets and hand-written notes, children's art kits were added to this very special delivery. They hoped to bring a bit of distraction and happiness to the children who will spend countless hours at the hospital with a family member of friend who is going through treatment. We've discovered they are a pretty big hit with the adults, too!

*Clearview Cancer Institute and LLS send a big "Thank you!" to Landers McLarty Subaru for continuing to give hope to Huntsville cancer patients.*

**LANDERS McLarty**  
SUBARU  
A FRANK WILLIAMS DEALERSHIP



July 2018

# CONTINUING TO GIVE HOPE



A photograph of a beach with turquoise water and white foam washing onto a golden sand beach. A heart shape is drawn in the sand in the foreground. A white rectangular box is overlaid on the right side of the image, containing the text 'AUGUST 2018'.

**AUGUST  
2018**

August 2018

# SUBARU LOVES LEARNING

During the month of August, in preparation for back to school season, we are embracing the Subaru Loves Learning initiative to help ensure our local children in need have essential supplies for the coming school year. This two-part mission is spear-headed by our leader, Frank Williams, and the Landers McLarty Subaru team, who is actively working directly with a local school, as well as the Boys and Girls Club, to meet area needs — and we are involving our customers in the mission!

First, all Subaru enthusiasts are encouraged to fill out a book label and bookmark to be placed inside books that we are donating and delivering to a local elementary school. Every new Subaru customer can then select 5 items from a box of supplies and drop them into a Boys and Girls Club classroom box of their choosing.

As part of the fun, each customer may play a Science Trivia game on our In-store Kiosk for a chance to win a \$500 Subaru Gear Gift Card!



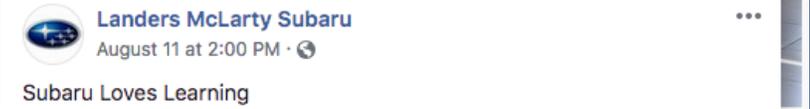
August 2018

# SUPPLYING THE FUTURE

On behalf of our new car customers, we are donating school supplies to the Boys and Girls Club teen classrooms during the month of August. Our customers are encouraged to select from pre-purchased supplies and drop them into the classroom box of their choosing. We are also encouraging our community to bring in additional supplies to be donated that will help the Boys and Girls Club!

These donations will serve to provide essential supplies to children of need in our community, as well as contribute to communal supplies that will be used during “Power Hour” — a program where children are being given help with homework and supplemental tutoring.

Watch the video [HERE](#) to learn more about how these supplies will impact area children.



During the month of August we are donating Books to a local elementary school. We are also donating school supplies to our local Boys and Girls Club on behalf of our New Subaru Customers.

The Boys and Girls Club offer after-school assistance to area children; each child enrolled in their program will have access to the supplies for personal use. The remaining supplies will be used in the Boys and Girls Club Classroom as communal supplies.

**How you can help!**  
All Subaru enthusiasts are encourage to fill out a Book Label and Bookmark (see display) to be placed inside the books that are delivered to our local elementary school! Drop your Label and Bookmark into the purple box with the slit on the display table.

All New Subaru customers may select 5 items from the box of supplies and drop them into whichever classroom box from Boys and Girls club they wish to receive the items.

Everyone is welcome to make additional school supply donations by dropping items into the Purple Bin. Only items purchased by you may go into this box as the existing donations are for Boys and Girls Club. However, you may mark your donations with “elementary school” or “Boys and Girls Club” and we will deliver accordingly!

One more thing! You may play a Science Trivia game on our In Store Kiosk (the TV located next to display) for a chance to win a \$500 Gift Card for Subaru Gear!

Boys & Girls Clubs of North Alabama

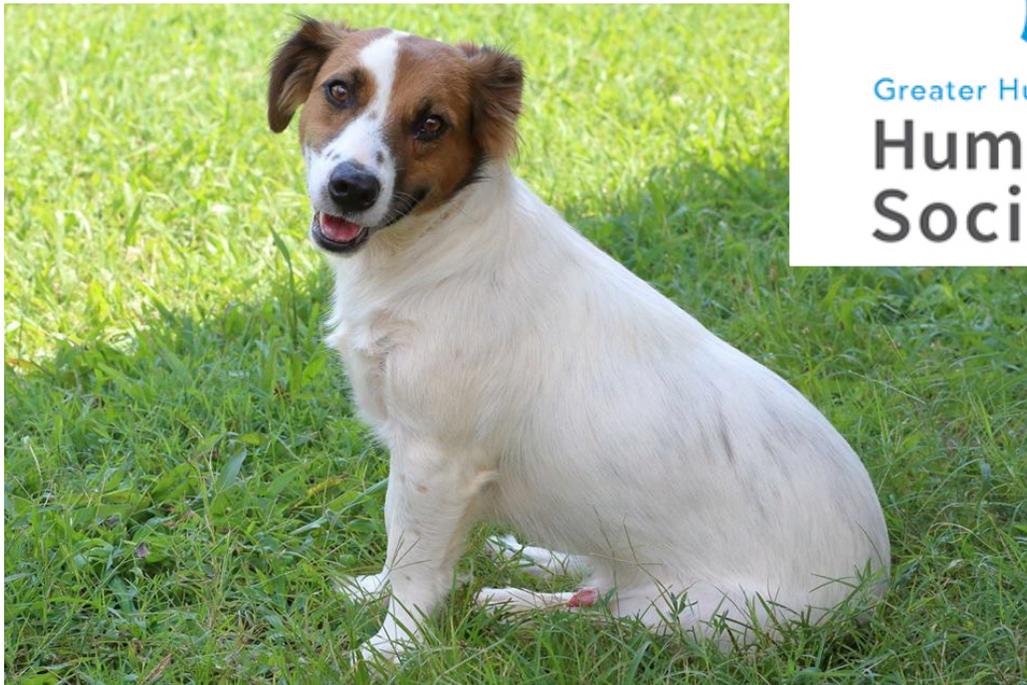


August 2018

# HUMANE SOCIETY

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As always, our mission is to help our charity partners to build legacy and sustainability in their organizations. This month, we are helping build awareness for the Greater Huntsville Humane Society by continuously sharing with our community the many ways in which they make a positive impact in our area.



Greater Huntsville  
**Humane  
Society**



Watch this fun video [HERE!](#)

August 2018

# ASCENT – OUR COVER GIRL

That moment when your  
love (The Ascent)  
becomes a Cover Girl!

One of our local magazines felt  
the all-new 2019 Ascent was  
cover-worthy, and featured it in the  
August/September 2018 issue  
(shown on right).



August 2018

# Dog Jog

Our continuous dedication to our annual charity partners brings us out to some pretty awesome events! This month, Landers McLarty Subaru joined forces with the Children's Museum (Legacy Project) to host an animal-friendly "fun run" that encourages runners to bring their pups!



Landers McLarty Subaru shared an event.

August 13 at 2:11 PM · 🌐

The third annual Dog Jog and 5k Run will be held on Saturday, August 25, 2018 at the Historic Huntsville Depot or the Dog Jog Depot, as we like to call it for the day! This event will be for the avid runner but also for the entire family and that includes furry four legged ones (one mile only). Not only can you participate in the 5K and visit with local vendors but you will support educational initiatives in the community and give back to local animal groups all in one day.

Online Registration ends Wednesday, August 22nd.

There is also a need for volunteers! Please help if you can.

Click for details.

#SubaruLovesPets #Subaru #FrankWilliamsDealership



A photograph of two hands, one from the left and one from the right, reaching towards each other to form a heart shape. The hands are positioned in the center-left of the frame. The background is a soft-focus sunset or sunrise scene with warm, golden light filtering through the branches of trees, creating a bokeh effect. The overall mood is warm and intimate.

# SEPTEMBER 2018



September 2018

## K9 Help!

Our continued partnership with the Huntsville Police K9 Unit has brought us yet another great event! This month, we are providing dinner for all officers participating in the K9 Field Trials, a weeklong certification event that ensures our police dogs are properly trained. This certification is very important for the safety of our community, the dogs, and our officers, and from a legal standpoint, provides protection for the Huntsville PD in the event that legal action is taken against a K9 for any reason during duty.

In addition to this incredibly important event, we will also have the K9 Unit perform yet another important trial: to demonstrate the safest location to place dogs inside a vehicle and how to properly restrain them. For this public demonstration, we will be using the new Ascent!



A photograph of two hands, one from the left and one from the right, reaching towards each other to form a heart shape. The hands are positioned in the foreground, with the sun setting directly behind the heart, creating a bright, glowing effect. The background is a soft-focus view of trees with green and yellow leaves, suggesting an autumn setting. The overall mood is warm and affectionate.

**OCTOBER  
2018**

October 2018

# Build a Park, Give a Park!

We realized that what we do for our dealership, we should also do for our partners! As plans of our Service Department renovations were being mapped out, the idea struck that one key piece was missing: a Puppy Park! And so we are now adding an enclosed, shaded, and hygienic play area for our customers' dogs to stretch their legs, while their Subie is being serviced.

Building a park for our customers' furry companions led us to the realization that we are in the perfect position to do the same for those who might need it even more! So, during the month of October, we will be partnering with the Greater Huntsville Humane Society to help build an exercise dog park at their shelter. This partnership will include Landers McLarty Subaru's:

- Monetary Donation to purchase supplies, and
- Hands-on Volunteer Work to physically help build the park!

This park will allow all dogs in their care an area to be physically engaged during playtime, and will hopefully teach valuable skills they can apply in their new forever homes.



A photograph of two hands, one from the left and one from the right, reaching towards each other to form a heart shape. The hands are silhouetted against a bright, warm sunset or sunrise, with the sun's glow visible through the heart-shaped opening. The background is filled with out-of-focus green foliage, creating a bokeh effect. A semi-transparent white rectangular box is overlaid on the right side of the image, containing the text.

**NOVEMBER**  
**2018**

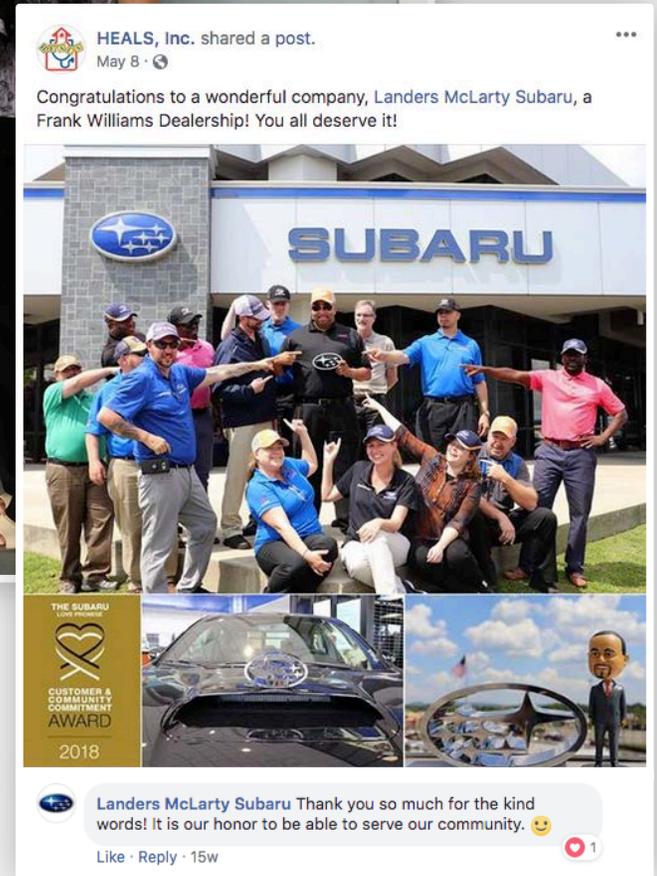
November 2018

# HEALS SHOE DRIVE

During November/December, Landers McLarty Subaru will be hosting our Second Annual: Heals Shoe Drive.

Heals Inc. is a local organization that provides medical care to low income children onsite at their school. During annual physical exams, they will swap out the children's often worn out shoes with brand new ones!

Last year, through our Heals Shoe Drive, we collected over **100 pairs** of brand new tennis shoes and over **170 pairs** of socks for our local area children in need! In true Share the Love spirit, our hope is to double our donations this year.



A close-up photograph of two hands, one from the left and one from the right, holding a heart shape formed by the fingers. The hands are positioned against a bright, glowing sun, which creates a strong backlighting effect, making the edges of the hands and the heart shape appear to be on fire with a golden light. The background is a soft, hazy sky with some light clouds.

# DECEMBER 2018

December 2018

# SHARING THE LOVE

During the month of December, we will be matching all Share the Love donations in hopes of raising record breaking amounts!



# CHARITY PARTNERS

To see how we feature our Annual Partners each month, check out our YouTube page and watch our monthly commercials!

<https://www.youtube.com/channel/UCh64dUiDtE5ATU2PP4dTZQA>

