



A YEAR OF LOVE 2021



**THE SUBARU
LOVE PROMISE**



LANDERS McLarty
.....
SUBARU
A FRANK WILLIAMS DEALERSHIP

OUR STORY

LANDERS McLarty

SUBARU

A FRANK WILLIAMS DEALERSHIP

Subaru Loves To Help

At Landers McLarty Subaru, our entire team shares a passion for our community and a dedication to make a real difference. Our owner and operator, Frank Williams, makes it his mission to ensure that we support our local community. Through our efforts and partnerships with the community, Landers McLarty Subaru helped dozens of organizations in the area. At the end of the day, we know our success is determined by neighbors and friends who give us their business and put their trust in us. In return, we strive to go above and beyond to reciprocate that support, without fail.





Subaru Loves to Help

In 2021, Landers McLarty Subaru proudly received the 2021 Subaru Love Promise Community Commitment Award. This award nationally recognizes Subaru retailers who are making the world a better place, while demonstrating an outstanding commitment to supporting passions and causes in local communities. These efforts are focused on important areas such as the environment, community, health, education, and pets. All of us with the Landers McLarty Subaru team are proud and honored to have the privilege to work and serve in our Huntsville community and the surrounding area! At the end of the day, we know it's about more than cars, it's about investing in the communities we love.

CUSTOMER TESTIMONIALS



“Great dealership! Friendly staff made our purchase enjoyable. From the very beginning they made us feel like family. I would purchase from here again and send my family and friends to this dealer.”

-Scottyhub2

“Wow! Finally a good car buying experience! Great pre-communication, awesome salesperson who listened to what I wanted, showed me all available options, and worked out an amazing deal for me.”

-CanDeBar

“Mr. Williams is very detailed and methodical about making sure customers are taken care of and the business is run as professionally as possible. We had a wonderful experience in purchasing our 2021 Outback Limited XT recently. We were treated with the utmost courtesy and professionalism by all of the representatives. The professionals we personally had interaction with were Nathan Hudson (sales manager), Bridget Brooks (sales representative), and Ethan Murphy (finance). All were very knowledgeable about the vehicle specifications and features, which is very impressive because there are so many!! All three were top-notch, friendly, and went out of their way to make the process enjoyable, and efficient (we didn't need to shop anymore after the first visit). Bridget was very accommodating as well when we picked our vehicle up because we were in a hurry...she went through the entire quick book owner's manual without missing a beat or any details and set up my Starlink account and remote start! I would highly recommend Mr. Williams' Subaru dealership and his entire team!! And the Subarus themselves are top notch.”

-Jennifer K.

“The team I worked with at Landers McLarty Subaru went above and beyond for me. 5-star customer service. I had the pleasure of working with Hayley Newton. The team helped me bring home a 2021 WRX STI and never had to step foot in the dealership. I really appreciate the extra precautions they were willing to take to go contactless and deliver the vehicle the same day during this pandemic.”

-Trent Raley

WAFF - FIRST RESPONDERS

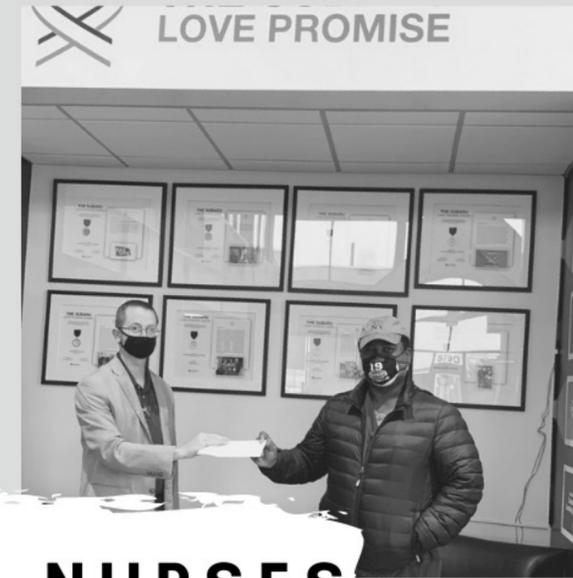


April

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SUBARU
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Subaru Recognizes Front Line Workers

Landers McLarty Subaru partnered with a local TV station, WAFF, to shine a light on those who sacrificed so much throughout the pandemic: our frontline workers. Nominations of local front line workers were submitted from January to March and a winner was selected to receive \$250 each week! These workers continue to go above and beyond the call of duty during these trying times. Landers McLarty Subaru believes it is important to give back to those who give us all so much.



NATIONAL NURSES DAY



WAFF - FIRST RESPONDERS



April

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“Covid-19 has impacted my life drastically and the world as we know it, I am so ready for life to get back to normal! Being recognized by my community and Landers McLarty Subaru brought so much love and happiness back into my life! Thank you!”

- Shalea Riggs, first responder who administers anesthesia for emergency surgeries



“I never imagined myself living & working through a global pandemic, especially with those who are most at risk. I work with those who are most at risk, people I love and care for daily! I was worried, scared, and nervous every day going into work! But I have to feed my family, put a roof over our head, and most importantly care for those who no longer can care for themselves, the residents. So, I go to work daily. Even with all the precautions taken at the home (PPE, eliminating family visitors, constant testing) we still had positive cases. The positive cases meant I could no longer come home and kiss/hug my girls which broke my heart daily. This has been a truly difficult time for my family, myself, and the residents. Having been chosen as the recipient of the \$250 gift gave me a glimmer of hope that I could make it through this and my community is behind me. Thank you Landers McLarty Subaru! WAFF would like to extend a heartfelt thank you to Landers McLarty for this gift to our community!”

- Latoya Holmes, nurse at a local nursing home





HARRIS HOME FOR CHILDREN



April 27



Hometown Love

"Harris Home for Children Inc. is celebrating 67 years of caring for Foster Children throughout the state of Alabama. This year, Harris Home will have impacted over 1 million lives. Last year, Harris Home started a new program which allowed us to house more teenage males. The 'Share the Love' donation provided the funds needed to purchase a new passenger vehicle for the program. The vehicle will help transport our residence to school, appointments and outreach events. Being chosen as the Hometown Charity has blessed us with not only a donation that will open countless doors for us, but it has also pointed a spotlight on us. Gaining much needed awareness from our community will allow us to serve our kids in more ways. Thank you Landers McLarty Subaru!"

-Reginald M., Harris Home for Children



SUBARU share the love® EVENT SUBARU

Pay to the Order of Harris Home for Children

Amount Twenty Two Thousand Nine Hundred Twenty Nine \$22,929



April 23

Subaru's Love Knows No Bounds!

"It is with great joy that we say 'thank you' to Landers McLarty Subaru for the Share the Love Hometown Charity Campaign. We were elated to be presented with a check for \$10,903.28. Then, to make sure both charities involved received the same amount, our campaign was increased by Mr. Frank William's generosity when he wrote a personal check for another \$12,026.00, for a total of \$22,929.28. Together, with your donation, we can continue to meet our mission to address the needs of our scholars and families in distressed, high poverty neighborhoods. Lastly, as you can see, your contribution is very important to our most important people, the scholars and families we serve. Your support to our families means the world, and we really couldn't do it without you!"

-Village of Promise



DOWNTOWN
RESCUE MISSION
HOPE LIVES HERE

DOWNTOWN
RESCUE MISSION



November 8

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Blankets of Hope

"Blankets are an integral part of life. We all need the warmth that blankets provide. The Downtown Rescue Mission is grateful to be the recipient of a donation of blankets for our residents and those who are in need in our community. Whatever the cause of becoming homeless, there is always a human element to be considered and the smallest deed performed can provide hope and make the greatest difference to someone that goes beyond the moment. Thank you Landers McLarty for sowing a seed of hope in the heart of broken souls!"

-Donna J., Downtown Rescue Mission



SUBARU AMBASSADORS



April 30

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More than 100 volunteers gathered from across the city to pick up trash, trim bushes, remove landscaping fabric, cut down dead trees, clean up walking trails, trim limbs, and much more throughout Huntsville! The volunteers collected a grand total of 250 bags of trash, covered-up 8 graffiti images, and filled an entire roll-off dumpster with debris. Thank you to two of our amazing #SubaruAmbassadors, Yetta & Bill Feltner, who helped with this cleanup!





GREATER HUNTSVILLE HUMANE SOCIETY



October 2



Subaru Loves the Animals at GHHS

"Year after year, Landers McLarty Subaru has gone above and beyond for the Greater Huntsville Humane Society (GHHS). During October 'Adoptober' 2021, our partnered campaign 'Giving S'more to GHHS' was supported more than we could have ever dreamed. 'Adoptober' kicked off with an adoption event on-site at Landers McLarty Subaru featuring adoptable dogs and cats on October 2nd. Additionally, over the course of the month, three carloads of pet food and supplies were donated and delivered to the GHHS animals. – How PAWSOME is that?! Moreover, Subaru's 'Pay it Forward' program supported 52 GHHS animals finding their furever homes. Thank you, Landers McLarty Subaru, for your championing dedication to GHHS and animals in need!"

-Rochelle S., the Greater Huntsville Humane Society





GREATER HUNTSVILLE HUMANE SOCIETY



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October 2



LANDERS McLarty SUBARU SUBARU Loves Pets Greater Huntsville Humane Society





GREATER HUNTSVILLE HUMANE SOCIETY



October 2



Subaru Happy Tails

After being pulled in late July from a hoarding situation, Ivy went straight into foster with one of the GHHS staff members. Her mange was one of the worst cases we have seen in a long time, and it took some time to put weight on her bones. On October 2, she was finally cleared to hit the town as a healthy, fully vaccinated pup - the Landers McLarty Subaru event was one stop she had to make! Although she was not adopted on-site her photos drew interest. Finally on Sunday, 10/17 she went home with her FURever family after a special meet and greet with her new human sister - who we have been told she is taking very good care of! Thank you Landers McLarty Subaru for helping us create so many Happy Tails this month and over the years!



ADOPT A CLASSROOM



November 23

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Adopt a Classroom with Landers McLarty Subaru

"Martin Luther King, Jr. Elementary School Loves Landers McLarty Subaru! I would like to personally thank Landers McLarty Subaru for partnering with Adopt-a-Classroom and donating \$3,000 to our school. Six teachers (ranging from Kindergarten to 5th grade) were selected to receive \$500 each to purchase STEM items for their classrooms. They had 30 vendors that were available for them to 'shop' and choose appropriate items for their individual grade level. Having a strong connection with the community enhances economic growth. Thank you Landers McLarty Subaru for your partnership. We appreciate your generosity."

-Cheryl A., Martin Luther King, Jr. Elementary School





ROSE OF SHARON SOUP KITCHEN



June 17



Subaru #FightsHunger Alongside Local Soup Kitchen

"The Rose of Sharon Soup Kitchen can not express how thankful and blessed we are to be a part of the Landers McLarty Subaru family! We are tremendously grateful for the food drive hosted in our honor at the dealership! We prepare and serve nearly 180 hot meals each day to the homeless and under-served within our community. A hot meal is not just about meeting that basic need of nourishment. For us, a hot meal signifies that warm 'home' feeling. Landers McLarty Subaru along with their local Subaru ambassadors were able to collect and donate hundreds of needed items. The donation drive was able to donate plastic flatware, napkins, canned foods, bulk quantity foods, personal hygiene products, plates, and various other food items to the soup kitchen. The love Landers McLarty Subaru and the Subaru Ambassadors pour into this community is felt every day! Thank you Landers McLarty Subaru for your commitment to our mission!"

-Megan L., the Rose of Sharon Soup Kitchen





MAKE-A-WISH ALABAMA



June 21

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A Camper Wish for Anna Reece Comes True!

“This past year has been a year of uncertainty for so many people, and it was no different for Make-A-Wish Alabama’s wish kid, Anna Reece Reeves. Back in 2020, just a few days before Landers McLarty Subaru was set to throw an out-of-this-world send-off celebration for Anna Reece as she was off to meet the mouse at Disney World, everything came to a screeching halt with Covid-19 and travel shut down completely. This meant a little girl was suddenly heartbroken. Landers McLarty Subaru immediately said they would stay by Anna Reece’s side as she waited for her wish to become reality. As the year went on we saw that travel wishes were going to be put on hold for much longer than expected so Anna Reece decided she wanted to change her wish to something that she could make a lifetime of memories with, a camper.”

“With the help of Bankston Motor Homes and Landers McLarty Subaru, Make-A-Wish

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Make-A-Wish®

MAKE-A-WISH ALABAMA



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June 21



Alabama went to work to try and make this wish come true! On June 21, 2021, Frank Williams, along with her family members and others in the community, surprised Anna Reece with her very own camper! It was a day of celebration and giggles as she bounced from one exciting part of the camper to the next, claiming the top bunk bed as her very own sleeping spot! None of this would have been possible without the unwavering support of Frank Williams and Landers McLarty Subaru! Make-A-Wish Alabama is so thankful for this community partner and all they do to help the organization grant wishes."

-Lacey F., the Make-A-Wish Foundation.



CASA OF MADISON COUNTY



July

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Years of Love, a Commitment to the Elderly

"CASA of Madison County has benefited from the continued support of Landers McLarty Subaru since 2014. Their commitment to caring for our aging and homebound neighbors in our community has made it possible to reach more than 2,500 individuals annually through our Aging in Place program. CASA's mission is to enable individuals to live at home independently, safely, and with dignity. Landers McLarty Subaru has partnered with CASA of Madison County to provide food sustainability through donation drives, provide freedom through accessibility wheelchair ramps at homes in our community, and support energy efficiency in the homes of our most vulnerable populations. Accessibility for our aging and homebound neighbors has been a top priority for CASA for more than 40 years. In the last few years, our aging population has been one of the fastest-growing populations; as a result, demand for our services continues to increase. CASA has met the needs of this population in part due to the community partnership with Landers McLarty Subaru. In 2014, CASA of Madison County received around eight requests for a wheelchair ramp per month..."

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CASA OF MADISON COUNTY



July

LANDERS McLarty
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“In more recent months, CASA has received 13 requests for wheelchair ramp installations. CASA has met these additional requests thanks to the support from our local businesses, like Landers McLarty Subaru. Continuing their commitment to CASA of Madison County, Landers McLarty Subaru hosted an awareness month to raise our communities understanding of our community garden. In partnership with their local Subaru Ambassadors a wrap up event was held at the end of July, where Subaru customers were invited to the showroom for a meet and greet with our garden staff. Events such as these along with the continued commitment over the years has raised our community’s awareness of our organization and has allowed us to reach more individuals in need of our services.”

-Madison County CASA



CASA OF MADISON COUNTY



July

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Subaru Creates Partnerships for a Lifetime

“My name is Al Hampton and I’ve been working at Landers McLarty Subaru for 10 years. Here we sponsor CASA of Madison County. I am writing this to express my sincerest gratitude for the hand rails that you have provided us. Recently my wife and I adopted our granddaughter who was diagnosed with brain cancer in October 2019. Since her diagnosis, she has had a stroke which has affected her body in many ways, causing disability and restricted mobility due to loss of muscle function. I knew she needed hand rails for our steps to prevent falls and to make her more comfortable going up and down our steps. I reached out to Carmelita Iglesias who is the Director of Marketing at Subaru to see if that was something that CASA can assist with. Within an hour, we received a response from a representative of CASA stating that they would love to help. Now my granddaughter is able to safely walk up and down the stairs. I can’t help but reflect on how grateful my wife and I are to be a part of a company that creates such lasting and impactful relationships within our community. I have participated in many of the charitable acts taken by Landers McLarty but this time I was on the receiving end of such a partnership. Thank you CASA of Madison County for providing accessibility for my granddaughter and Landers McLarty Subaru for creating an environment both within their company and their community that brings access to services for those that need them. I am extremely proud to work for Landers McLarty Subaru and to be able to represent Subaru, the brand and their commitment to the community, every day!”

-Al H., Madison County CASA





RYKER'S
RAINBOW

2021
Hometown
Charity



December

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Ryker's Rainbow Selected as Subaru's Share the Love Event Hometown Charity

For the 2021 Hometown Charity, Landers McLarty Subaru chose to support the nonprofit organization, Ryker's Rainbow. This Texas-based organization supports bereaved families who suffer the loss of a newborn or infant by offering meaningful keepsakes and gifts of remembrance. They do this through a curated gift box which includes a number of hand-picked items. Financial assistance is also available for families to aid in the cost of burial, medical expenses, night nurses or other expenses related to their loss.





RYKER'S RAINBOW

2021
Hometown
Charity



December

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We want to spread awareness on child loss to the community, and it doesn't have to be a heavy subject," said Ryker's mother Lacey Schoff. "Today, we have donated over 200 bereavement boxes not just to partner hospitals but families across the country," she said. While the Schoffs expand on their mission and celebrate being Subaru's Share The Love Event's Hometown Charity, they also have something just as big to recognize. "We are expecting a little boy in March, and when we think of this little boy, we also think of Ryker, because we know he had his hand in it as he continues to shine a light on us as a family," said Lacey Schoff.



OPERATION GREEN TEAM



September 14



Subaru Cleans up 250lbs of Litter!

"I want to personally thank Landers McLarty Subaru for partnering with Operation Green Team to hold a cleanup event. We collected 63 bags of litter and approximately 250lbs of other debris with the help of your employees. During the cleanup, we were also able to clear three storm water drains to help with water pollution, as well as possible flash flooding issues from drains being blocked with debris and litter. Landers McLarty Subaru is an asset to the City of Huntsville. Not only does the company create jobs, offer great services and products, but more importantly, the company shows it cares! Keeping Huntsville beautiful is the primary goal of Operation Green Team and without fine folks at Landers McLarty Subaru, we could not do so. Operation Green Team looks forward to working together with Landers McLarty for the betterment of our community."

-David W., The Green Team





DRAKE STATE COMMUNITY AND TECHNICAL COLLEGE



October 11

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"We are so happy that Frank Williams was able to help and inspire the Drake State Community & Technical College students with learning how to take their first steps into the automotive world!

Advanced Manufacturing and Automotive students spent Day One learning about the apprenticeship program and entry-level job openings. Managing Partner Frank Williams spoke to students about taking advantage of available on-the-job training. He said students can learn and get paid at the same time.

'Now would be the best scenario,' said Managing Partner Frank Williams. 'You're getting access to go to school and to get that wisdom and knowledge in the workplace before graduating. Don't pass up these opportunities.'

Thank you Frank Williams Dealerships - Landers McLarty Subaru for inspiring our students!"

-Drake State Community and Technical College





LAND TRUST OF NORTH ALABAMA



September 30



Subaru Continues its Dedication to the Environment

Landers McLarty Subaru funded the installation of two new dog waste stations at Land Trust of North Alabama nature preserves. The stations, located at trailheads where visitors begin their hike, offer bags and a waste basket so pet owners have everything they need to clean up after pets and keep trails clean for everyone. By providing helpful amenities for visitors, we create convenient and welcoming spaces for the community to experience all the benefits of nature, including four-legged friends. Keeping all trails free of animal waste ensure both our environment and our trail guests are kept safe from any contaminants that could be spread through animal waste.



CUSTOMER APPRECIATION DAY



April 24

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Landers McLarty Subaru held their Customer Appreciation Day Saturday, April 24th. Free gift bags were given out to customers, plus a Subaru ambassador was there to pass out extra special goodies! There was also a prize wheel customers could spin to win big!



WEAR PINK DAY



October 26

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This past October, our Landers McLarty Subaru staff proudly wore their pink shirt to show their support of Breast Cancer Awareness Month. We all know someone who has been affected by breast cancer which makes spreading awareness even more important.



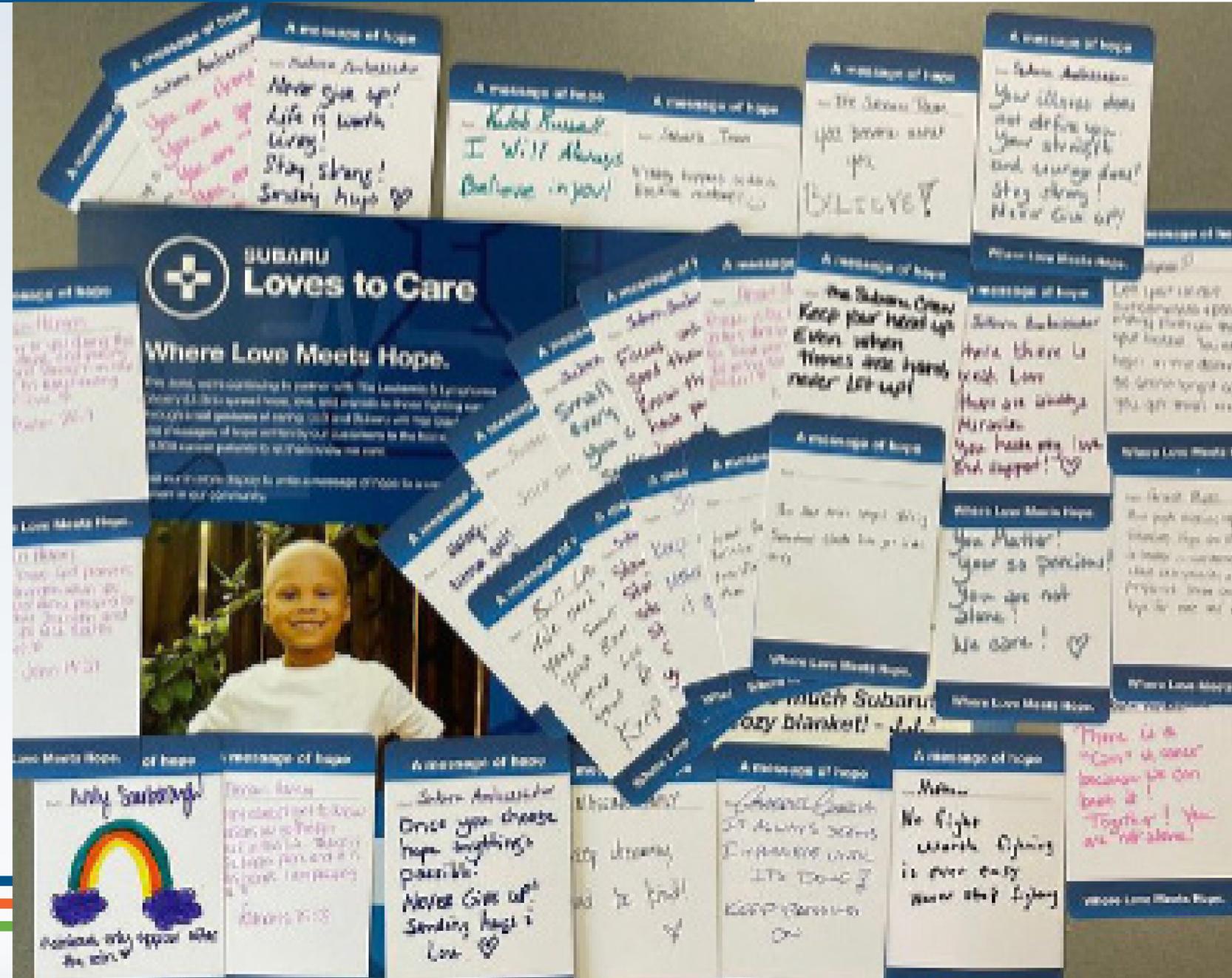
LEUKEMIA & LYMPHOMA SOCIETY MESSAGES OF HOPE



July 21

LANDERS McLarty
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This year, we gave our customers at Landers McLarty Subaru the chance to write a message of hope to The Leukemia & Lymphoma Society. The letters will be sent to patients along with a blanket to let them know they are not alone. The Leukemia & Lymphoma Society is the world's largest voluntary health organization dedicated to funding blood cancer research and providing education and patient services. They help fund lifesaving blood cancer research around the world, provide free information and support services, and act as the voice for all blood cancer patients seeking access to quality, affordable, coordinated care. Thank you to our amazing community and all who participated.





COMMUNITY FOUNDATION OF GREATER HUNTSVILLE



April 28



Our Community Partners share in our work to build the capacity of local nonprofits, convene local leaders to address critical issues, and nurture a philanthropic spirit to positively impact the place we call home. Thanks to Landers McLarty Subaru, we are stronger together!





GREATER HUNTSVILLE HUMANE SOCIETY CAMP



October



After being pulled in late July from a hoarding situation, Ivy went straight into foster with one of the GHHS staff members. Her mange was one of the worst cases we have seen in a long time, and it took some time to put weight on her bones. On October 2, she was finally cleared to hit the town as a healthy, fully vaccinated pup – the Landers McLarty Subaru event was one stop she had to make! Although she was not adopted on-site her photos drew interest. Finally on Sunday, 10/17 she went home with her FURever family after a special meet and greet with her new human sister – who we have been told she is taking very good care of! Thank you Landers McLarty Subaru for helping us create so many Happy Tails this month and over the years!

-Rochelle S.



AUTO DETAIL GIVEAWAY



March

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Landers McLarty Subaru had a giveaway for a “New Year, Like New Car” Complete Auto Detail. To enter, Landers McLarty Subaru’s Facebook followers were asked to post a picture of their vehicle (Subaru or not) and why they thought they should win. The winner received a total interior and exterior wash and detail, plus a sealing protective coat. This prize was worth over \$1,300!





HEALS



January 4

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HEALS, Inc. non-profit organization in Huntsville, Alabama dedicated to providing accessible, quality, school-based, primary health care for children through collaborative efforts with the Huntsville City/Madison County school systems and the medical community. During these times of uncertainty, it is more crucial than ever that our services are available to the children of Huntsville City/Madison County to mitigate Emergency Room visits, treat chronic illness, and provide a safe and reliable place for their medical, dental, and optometry needs. Without partners like Landers McLarty Subaru, we would not have the ability to continue that mission. Landers McLarty Subaru is not only a champion for the community, they are part of the solution. Funding from Landers McLarty Subaru has helped us to continue to provide these services to children that need it the most. Throughout the last five years we administered over 3,500 vaccinations, provided over 5,000 medical visits, provided over 3,500 dental appointments, over 2,000 dental screenings, and over 500 optometry appointments - between all HEALS clinics. It is because of organizations like Landers McLarty Subaru that we can help children like "Katie" with severe asthma receives the medications she needs to survive. Unfortunately, our staff had to report Katie's mother to the Department of Human Resources because she was not caring for the child properly and not filling her medications.





HEALS



January 4



Our physician, Dr. McDuffee was able to obtain samples from another physician in town and give them to Katie. Without your support we would not have been able to help "Maurice", a fifth grader, was brought over from class for this exam, which includes hearing and vision screening. When Andrea, the nurse, began the vision screening it quickly became apparent that Maurice had a significant visual problem. Concentrating and cooperating as hard as he could Maurice could recognize no letters below the second line of the Snellen chart!

Andrea immediately phoned Maurice's mom who said that Maurice's grades had been getting worse and that he had complained of not being able to see well. She was surprised to learn that Medicaid would pay for vision exams and for glasses and eagerly asked for a referral to an optometrist that accepted Medicaid patients. When Andrea checked back with the mom later that day, she had already made an appointment for Maurice to receive the care he needed. She expressed her gratitude to Andrea and how happy she was that we were able to take care of Maurice without her having to take off from work. Without the convenient access to this routine screening, there's no way to know how long Maurice would have struggled in class because of a physical condition easily diagnosed and treated. With corrected vision, he's on the road to improving grades and being a successful learner. We sincerely thank Landers McLarty Subaru for their support which allows us to continue to provide the care that Katie and Maurice need, and the other thousands of kids just like them.





PARTNERS FOR ATHLETES AND LEADERS IN SCHOOLS



September



Subaru Supports Youth Sports

"Partners for Athletes and Leaders in Schools (PALS) loves Landers McLarty Subaru and greatly appreciates their commitment to be the title sponsor of our inaugural golf tournament in September 2021! PALS is a local nonprofit whose mission is to provide supplementary assistance to teams, organizations and students involved in Huntsville middle and high school sanctioned athletics and band. In our 11-year existence, we have been able to support 53 grant requests totaling nearly \$100,000 in support of such programs like band, football, cheerleading, cross country, baseball, golf, softball, bowling, etc. in the city's school programs. These grants have reduced the burden of under-funded programs to purchase new uniforms, equipment, etc. Additionally, our grants have potentially lowered the fees associated with kids' participation in school band and athletics for families that might not otherwise be able to afford their children's participation. PALS' grants have impacted hundreds of student athletes and band participants and enhanced their experience in these programs. Our inaugural golf tournament netted a profit to PALS of nearly \$12,000. This is more than twice our previous annual fundraiser and 100% of that will support our mission of kids' participation in band and athletics. Thank you, Landers McLarty Subaru, for your incredible generosity in supporting our inaugural event and giving back to the fine youth in our community!"

-Partners for Athletes and Leaders in Schools

