



October 12, 2023

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Charlottesville, VA

Charlottesville-Albemarle SPCA

**FOR IMMEDIATE RELEASE**

## **Flow Subaru of Charlottesville Supports Shelter Pets at Charlottesville-Albemarle SPCA through Subaru Loves Pets Initiative**

**CHARLOTTESVILLE, VA (October 12, 2023)** — In an effort to support animal welfare in the community and help shelter animals find loving homes, the Charlottesville-Albemarle SPCA has partnered with Flow Subaru of Charlottesville to host a pet adoption event. The event is a part of Subaru Loves Pets®, a national initiative to impact the lives of as many shelter animals as possible.

The 1st Annual SPCA Pet Adoption Day and Car Show will be held on Saturday, October 14th from 12PM-4PM at Flow Subaru of Charlottesville located at 960 Hilton Heights Road. The event is free to attend and all proceeds will benefit the shelter. Volunteers and staff will be there sharing information, collecting donations and showing off some of our adoptable dogs throughout the event.

In addition to the goal of promoting adoptions and raising awareness for local pets in need, Flow Subaru of Charlottesville and other Subaru retailers nationwide will donate \$100 to partner shelters for every pet adopted in October.\* Subaru is also spotlighting shelter animals who need the most help – the senior, physically challenged and different dogs lovingly called the “Underdogs,” who are often the last to be adopted.

Since 2008, the automaker and participating Subaru retailers have donated over \$51 million to national and local pet organizations to help in the adoption, rescue, transport, and health of over 420,000 animals. For more information about Subaru Loves Pets, please visit [www.subaru.com/pets](http://www.subaru.com/pets).

- Follow Flow Subaru of Charlottesville on Facebook: <https://www.facebook.com/flowsubarucharlottesville>
- Follow Subaru on Facebook: [www.facebook.com/subaruofamerica](http://www.facebook.com/subaruofamerica)
- Join the dialog: #SubaruLovesPets and #MakeADogsDay

\*Subaru retailers will donate \$100 for every pet adopted from partner shelters from October 1, 2023 through October 31, 2023 up to \$3,100 per retailer.

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**About the Charlottesville-Albemarle SPCA:** *The Charlottesville-Albemarle SPCA is proud to have maintained the City of Charlottesville and Albemarle County as life-saving communities for thousands of animals in the region.*

*The mission of the SPCA is to advance the compassionate treatment of animals by providing sheltering, medical care and behavioral services for dogs and cats; promoting permanent, caring homes; and furthering education and outreach to place healthy animals in caring homes.*

**About Flow Subaru of Charlottesville:**

*Flow Automotive Companies began in 1957 as a pre-owned center in Winston-Salem, NC. In 1961, Flow became a Volkswagen dealer then added Honda in 1973. The purchase of a BMW dealership in 1983 began a string of acquisitions that spurred future growth of the company. In 2003, Flow entered the Charlottesville, VA market, then in 2023, they expanded their suite of brands in the Charlottesville area. This expansion included the acquisition of the Subaru dealership located at 960 Hilton Heights Rd. In September of this year, Flow opened the doors to their new state-of-the-art Subaru facility at the Hilton Heights address. Flow Subaru of Charlottesville and Flow Automotive Companies are committed to serving the total automotive needs of our customers while providing exceptional customer service and supporting the communities it serves.*

*If you would like more information about Flow Subaru of Charlottesville, please call Shawn Ayers at (434) 220-2689, or email [sayers@flowauto.com](mailto:sayers@flowauto.com).*

**About CASPCA's Featured Partner, Sir Speedy of Central VA:**

*Sir Speedy of Central VA is a nationally known, locally owned sign, print and marketing partner helping clients large and small achieve their marketing and branding goals. We are the region's only Latino-owned sign and print provider – hablamos Espanol!*