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FOR IMMEDIATE RELEASE

SeniorServ joins Meals on Wheels America and Subaru in Sharing the Love this Holiday Season

Subaru Share the Love Event® helps deliver nutritious meals and compassion to Orange County seniors

Anaheim, December 22, 2016 – SeniorServ is proud to announce its participation in the annual Subaru Share the Love Event as a member of [Meals on Wheels America](#) (MOWA) – one of four national Share the Love charitable partners for the ninth year running. From November 17, 2016 to January 3, 2017, Subaru will donate \$250 for every new Subaru vehicle sold or leased to the customer's choice of participating charity.

“SeniorServ is happy to partner with MOWA and Subaru to raise awareness and money that will nourish seniors in Orange County” says, Darla Olson, Vice President, Advancement. “As a reminder of this amazing promotion, it is our hope that people who are considering a new car purchase will think of how their purchase can help all California MOW affiliates meet the growing demand for senior nutrition services.”

Participating Meals on Wheels America members, like SeniorServ, will receive a share of the revenue raised by Subaru in their state. SeniorServ, has partnered with MOW affiliates throughout California to raise awareness for the popular year-end sales and giving event, and drive support for Meals on Wheels.

“It is a true testament to the value of Meals on Wheels and the strength of our nationwide network that Subaru of America and its customers choose to give back to this vital service year after year,” said Ellie Hollander, President and CEO, Meals on Wheels America. “Since its inception, Share the Love has helped deliver more than 1.4 million meals to seniors served by Meals on Wheels. It is our hope that this year’s event ensures that even more seniors receive the nourishment they need to continue living independently at home.”

This year, for the first time throughout the life of the program, there will be no cap on the total donation from Subaru of America to its Share the Love charitable partners. By the end of this year's event, Subaru hopes to exceed a grand total of \$90 million donated since the creation of Share the Love.

"We at Subaru are thrilled to support our national and hometown charity partners for the ninth consecutive year," said Alan Bethke, Senior Vice President of Marketing, Subaru of America Inc. "Through the Share the Love platform we are proud to continue our commitment to the causes our customers care about most and look forward to exceeding a grand total of \$90 million donated through this initiative

By purchasing or leasing a new Subaru during the Event and selecting Meals on Wheels America as your charity of choice, you can help deliver nutritious meals and other important services to seniors right here in Anaheim and throughout California.

For more information, visit www.mealsonwheelsamerica.org/sharethelove.

SeniorServ is a 501 (c)(3) nonprofit organization whose mission is to nourish the wellness, purpose and dignity of seniors and their families in our community. We provide home-delivered meals to isolated seniors in 20 cities throughout Orange County and serve a hot lunch congregate meal at 25 senior centers, case management and Adult Day Health Services. For more information on our programs and services, visit www.seniorserv.org

About Meals on Wheels America

Meals on Wheels America is the oldest and largest national organization supporting the more than 5,000 community-based programs across the country that are dedicated to addressing senior isolation and hunger. This network exists in 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.

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