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Midcoast Humane to Partner with Bath Subaru and Subaru of New England throughout October

The Subaru Loves Pets Initiative is Dedicated to Improving the Lives of as Many Shelter Pets as Possible.

BRUNSWICK –Midcoast Humane is excited to announce that this October, they are collaborating with Subaru of New England and Bath Subaru through their Share the Love program to support the shelter pets of Midcoast Maine. As part of their Subaru Love Promise and Subaru Loves Pets commitment, their campaign shows that whether they live in our homes or in the wild, Subaru is committed to keeping animals across America safe and healthy.

Subaru of New England's #SNE Loves Pets Campaign benefits shelters in all six New England states by providing an opportunity to raise both awareness and funds. Subaru of New England hopes this social media campaign will encourage others to adopt, not shop, so shelter animals can find their forever homes. The campaign is also a fundraising opportunity for twelve non-profit animal shelters throughout New England, including Midcoast Humane.

Getting involved is easy - and we encourage all pet owners to participate! We know you probably have dozens of pictures or videos of your best friend on your phone's camera roll. During the month of October, post your pet on Facebook, Instagram, X (Twitter), or TikTok using the hashtag #SNE Loves Pets (be sure the post is public for visibility). For each unique post, Subaru of New England will pledge \$10 to local New England animal shelters like us, up to \$75,000 total! The goal is to receive 7,500 photos, ensuring each animal shelter will receive \$6,250! At the end of this year's campaign, Subaru of New England will have surpassed a 10-year cumulative donation of over \$600,000 to local New England shelters. The more photos submitted, the more we can raise awareness on the importance of adopting!

In conjunction with the #SNE Loves Pets campaign, Midcoast Humane is also collaborating with Bath Subaru in Woolwich, Maine for the 2025 #Subaru Loves Pets initiative. This campaign is an effort dedicated to improving the lives of as many shelter pets as possible, and Subaru of America and its participating retailers will provide over \$3.1 million to local animal shelters nationwide through grants administered by the ASPCA. As the local Subaru dealer, Bath Subaru is providing Midcoast Humane with direct funding to help us cover essential costs for preparing animals for adoption, veterinary expenses, and more.

Midcoast Humane is one of Maine's largest animal shelters, and the Subaru promotions go directly to caring for over 4,000 animals in a typical year.

About Midcoast Humane

Midcoast Humane is one of Maine's largest animal shelters, caring for over 4,000 animals in a typical year. It is the contracted animal shelter of 39 towns along Maine's Midcoast across 1,000 square miles from Falmouth to Somerville. For more information, visit midcoasthumane.org.

Midcoast Humane's mission is to protect and care for animals in need, support the people who love them, and strengthen our community through shared resources, compassion, and engagement.

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