

Premier Subaru Presents a Check for Nearly \$50,000 to Camp Rising Sun as the "Hometown Charity" in the 2015 Subaru "Share the Love" Campaign

Robert J. Alvine, President, Premier Subaru, presented Shaun Heffernan, Director, Camp Rising Sun, with a check for \$49,788 this afternoon at the dealership's showroom in Branford, CT. The donation represented the proceeds from the eighth annual Subaru "Share the Love" event.

Branford, CT ([PRWEB](#)) April 18, 2016 -- Robert J. Alvine, President, Premier Subaru, presented Shaun Heffernan, Director, Camp Rising Sun, with a check for \$49,788 this afternoon at the dealership's showroom in Branford, CT. The donation represented the proceeds from the eighth annual Subaru "Share the Love" event, in which anyone that purchased or leased a new Subaru could direct a \$250 donation, by Premier Subaru and Subaru of America, to one of four national charities - ASPCA, Make-A-Wish Foundation, Meals on Wheels Association of America, the National Park Foundation - or, a fifth local charity for their customers to support. For the second year in a row, Premier Subaru selected Camp Rising Sun as their "hometown charity" for the 2015 campaign.

Together with the donation made in 2014, Premier Subaru has donated more than \$83,239 to Camp Rising Sun over the last two years.

"Thanks to Bob Alvine and the entire Premier Subaru Team, we will be able to provide an awesome summer camp experience to even more kids with cancer," said Mr. Heffernan. "Being a small volunteer organization without a national sponsor, fundraising is always a challenge. Bob and his team's hard work will help put smiles on the faces of our campers this summer."

Also on hand during the check presentation was Melissa Pandolfi, Community Outreach Coordinator, as well as Premier Subaru employee Andrew Narcisco and his daughter Lucy, who is a camper at Camp Rising Sun.

I am completely honored to participate with such an organization. An organization that brings smiles to brave children and their families." remarked Mr. Alvine. "Camp Rising Sun is a part of our Premier Subaru family. We are duly proud to have provided this contribution and deeply thank our customers and employees for making this possible."

"Share the Love" ran from November 19, 2015 to January 2, 2016. Over the past eight years of the campaign's existence, Subaru of America has donated more than \$65 million to charity. In 2013, Subaru of America gave dealers the option to add a local charity. In 2015, Subaru allow the local retailer to provide additional matching contributions. Premier Subaru was one of those participants.

Camp Rising Sun was designed to provide a safe, nurturing environment to children ages 5 through 17 who have been diagnosed with cancer. Camp week takes place at Camp Jewell YMCA in Colebrook, CT. A number of "Senior Campers" have become "Leaders in Training" to help with the younger campers and plan activities. Camp Rising Sun was founded in 1983.

Premier Subaru is located at 150 North Main Street, Branford, CT 06405, right on Route 1 in Branford, CT. Premier Subaru is a repeat Subaru Stellar Care Certified Retailer and have been A+ rated by the Better Business Bureau since 2001. Premier Subaru has been involved in a number of philanthropic organizations including



underwriting the Branford Jazz on the Green series, Toys for Tots, Jane Doe No More and the American Cancer Society. More information on Premier's community activities can be found online at <http://www.premiersubarucare.com>. Premier Subaru is open Monday through Thursday from 9 a.m. to 8 p.m., Friday from 9 a.m. to 6 p.m, Saturday from 9 a.m. to 5 p.m. and Sunday from 11 a.m. to 4 p.m.



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