



## MEDIA CONTACT

Gina Sacripanti  
Chief Communications Officer  
[gsacripanti@phillong.com](mailto:gsacripanti@phillong.com)  
719.575.7016 (o) | 571.329.8784 (m)

## FOR IMMEDIATE RELEASE

**River Bridge Regional Center Selected as Hometown Charity for 2022 Subaru Share the Love® Event**  
*Phil Long Glenwood Springs Subaru and Subaru of America support local child sexual assault victims;  
April is National Child Abuse Prevention Month*

**GLENWOOD SPRINGS, Colo., April 25, 2023** – Phil Long Glenwood Springs Subaru presented a check in the amount of \$15,500 to [River Bridge Regional Center](#) earlier today as a part of the 2022 Subaru Share the Love® Event. This is the second year-in-a-row the nonprofit was selected for their impact and support provided to the growing number of child sexual assault victims in Pitkin, Garfield, Eagle, and Rio Blanco counties. The check presentation occurred at 12 p.m. at the dealership, with representatives from Subaru of America, Phil Long Dealerships, Glenwood Springs Chamber of Commerce and River Bridge, along with employees and partners of the retailer.

This year's donation, a sizeable increase from the prior year's \$13,000, will be directed to the nonprofit's Bridges to their Futures Campaign. The aid will help over 250 children this year receive supportive services from River Bridge, including forensic interviews, mental health assessments, therapy, referral, medical treatment or consultation, and provide the community with child abuse awareness and prevention education.

According to the [Centers for Disease Control and Prevention](#), an estimated 1 in 4 girls and 1 in 13 boys in the United States experience child sexual abuse. Nationally recognized in April, Child Abuse Prevention Month highlights the importance of families and communities working together to prevent child abuse and neglect.

"The Subaru Share the Love® Event brings together our employees and customers to make a difference in our community," said Carroll Winkler, general manager of Phil Long Glenwood Springs Subaru. "It is extremely gratifying to know that we are directly helping our vulnerable children to receive the help they need to move forward to rebuild their lives and forge brighter futures. I am thankful for Subaru of America for their commitment, to River Bridge for their continued impact, my dedicated employees, and our customers, who are the driving force in our ability to provide this assistance."

As part of the Subaru Share the Love® Event, retailers were able to select a hometown charity that touched their local community's heart and met various requirements, including the charity does not harm animals, is environmentally responsible, and ensures donations are being used for the charitable mission and not administration costs.

From November 17, 2022 to January 3, 2023, with every new Subaru purchased or leased, Subaru of America and Phil Long Glenwood Springs Subaru, together, donated \$325 to each customer's choice of local or national charities, including River Bridge Regional Center, The American Society for the Prevention of Cruelty to Animals®, Make-A-Wish®, Meals on Wheels America and the National Park

Foundation. Additionally, Subaru of America and the retailer provided a donation for every Phil Long Subaru vehicle routine service visit during the campaign period.

"Phil Long Subaru understands the importance of supporting our community's nonprofits, the unique services, and the quality of life they provide for our community. River Bridge is honored to be a recipient of this year's Share the Love Giving Campaign, helping raise funds to support our child victims of abuse and non-offending family members with the essential services to promote hope and healing," said Mary Cloud, development director of River Bridge Regional Center. "Together we are coming closer to creating a community where children are safe, families are strong, and where all abused children are believed, supported and able to heal."

Over the last 15 years, through the Subaru Share the Love Event®, Subaru of America, Inc. and participating Subaru retailers have donated more than \$256 million to charity, with customers choosing between four national charities and over 2,100 hometown charities.

Phil Long Glenwood Springs Subaru received the 2023 Subaru Love Promise Community Commitment Award, which nationally recognizes Subaru retailers who are making a world a better place while demonstrating an outstanding commitment to supporting passions and causes in local communities, such as the environment, community, health, education, and pets. Phil Long Subaru has been recognized by the manufacturer eight times for excellence over the last eleven years.

#### **ABOUT RIVER BRIDGE REGIONAL CENTER**

River Bridge Regional Center is a nationally accredited nonprofit child advocacy center, utilizing a child-centered, multidisciplinary approach to the prevention, assessment, treatment, and investigation of child abuse. River Bridge has served 2,831 children and 2,169 caregivers since opening in 2008.

#### **ABOUT SUBARU OF AMERICA (SOA)**

Headquartered in a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. SOA is guided by the Subaru Love Promise, which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

#### **ABOUT PHIL LONG GLENWOOD SPRINGS SUBARU**

Phil Long Glenwood Springs Subaru is a community-driven, award-winning, and successful new and pre-owned vehicle and full-service dealership located in Glenwood Springs. In June, 2021, Phil Long Glenwood Spring Subaru became the 18<sup>th</sup> dealership of Phil Long Dealerships and its second location in Western Colorado.

Phil Long Glenwood Springs Subaru is located at 175 Storm King Road in West Glenwood Springs, CO, a convenient drive from Rifle, Carbondale, Eagle and Aspen. Showroom hours are Monday through Friday, 8am – 6pm, and Saturdays, 8am – 5pm. For more information, call 970.945.7447, follow us on [Facebook](#) or visit [phillongsubaru.com](http://phillongsubaru.com) to view our online inventory.

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