



11/19/25 Media Release:

## **Gold Rush Subaru Selects Nevada County Sheriff's HEART as 'Share the Love' Hometown Donation Recipient**

AUBURN, CA – The Nevada County Sheriff's Humane Emergency Animal Rescue Team, better known as the Sheriff's HEART, has been chosen by Gold Rush Subaru as their "Share the Love" hometown donation recipient. From Nov. 20, 2025 through Jan. 2, 2026, customers who purchase or lease a new vehicle at Gold Rush Subaru in Auburn will have an opportunity to direct a donation from Subaru of America and Gold Rush Subaru to the Sheriff's HEART, an animal rescue nonprofit operated by the Nevada County Sheriff's Office (NCSO), which responds to emergencies, such as fires and blizzards, to save pets and livestock while also providing emergency shelter solutions.

"This partnership is such a special opportunity to continue HEART's mission of protecting and saving animal lives," said NCSO Animal Control Supervisor Stefanie Geckler, who oversees HEART's operations. "As a nonprofit, HEART depends on the generosity of our community to provide emergency animal supplies, rescue equipment, and volunteer training. Every contribution makes a difference. We're deeply grateful to Gold Rush Subaru and to everyone who chooses to support HEART this holiday season — together, we can give animals the care, safety, and love they deserve."

Shoppers of Gold Rush Subaru will have an opportunity to select the Sheriff's HEART for charitable giving, the only local donation recipient option, or pick from four national charities that have been selected by Subaru of America.

"Gold Rush Subaru is proud to partner with HEART for this year's Share the Love Event," said Susan Taylor of Gold Rush Subaru. "We are thrilled to be able to help this group in their mission to rescue, secure and house our animals when a tragedy strikes. We hope that this event will help them acquire the resources they need so that they can continue to help our community during a disaster."

In 2024, the Sheriff's HEART responded to two large animal technical rescues and two emergency activations, including the Park Fire in neighboring Butte County where the team handled over 100 calls for service and rescued 21 animals.

Subaru's Share the Love campaign runs Nov. 20, 2025 – Jan. 2, 2026. For complete details, visit <https://www.subaru.com/our-commitment/share-the-love.html> or stop by Gold Rush Subaru, located at 670 Grass Valley Hwy, Auburn, CA 95603.

To support the Sheriff's HEART, donations are always welcome. Give via Venmo to @NevadaCounty-SheriffsHEART or send a check payable to the Sheriff's HEART at 950 Maidu Avenue #280, Nevada City, CA 95959.

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