



FOR IMMEDIATE RELEASE

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THE SUBARU FALL FESTIVAL AT GREENSGROW FARMS RETURNS TO PHILADELPHIA

Thousands to Attend Philadelphia's Premier Harvest Season Event on October 7, 2017

Philadelphia, PA – September 11, 2017 – Subaru of America, Inc. and [Greensgrow Farms](#), Philadelphia's famous urban farm and community garden center, will welcome its neighbors and visitors to celebrate the fall season at the [Subaru Fall Festival at Greensgrow Farms](#) on October 7, 2017. The Subaru Fall Festival at Greensgrow Farms is Philadelphia's premier harvest season event, expecting crowds of over 4,000 people from all over the region.

Since 1997, Greensgrow has been an international leader in the urban agriculture movement, demonstrating how growing food and flowers is essential to the ecological, social, and economic health of our communities. Greensgrow's innovative social entrepreneurship project proves how nonprofit organizations can create sustainable business models by providing urban residents with the inspiration and resources for growing greener cities. Subaru has worked with Greensgrow Farms since 2001, participating in clean up, planting and beautification projects in Kensington and West Philadelphia.

Festival visitors will have the chance to sample harvest dishes, enjoy crafts, live music, visit the farmstand and bring the kids to partake in a variety of children's activities. The event will also include [Mi Pueblito Tacos](#) and [The Chilly Banana](#) food trucks, local craft vendors, and Greensgrow's homestyle [Chili](#) and [Apple Pie](#) competitions where the public is asked to submit their best recipes to be crowned champions. Other festival activities include:

- Adopt-a-Pet and pet costume competition brought to you by Subaru

- Appearance by the Philadelphia Phillies mascot, the Phillie Phanatic: 1pm – 2pm
- Farm demos on beekeeping, cider pressing, glass blowing, and pumpkin carving
- Live Music from [Chalk and the Beige Americans](#) and [Gringo Motel](#),
- Subaru Coat Drive
- Zero Waste Event in partnership with the City of Philadelphia and Subaru

The [Subaru Fall Festival at Greensgrow Farms](#) is open to the public and admission is free. The event supports and celebrates Greensgrow's nonprofit mission to grow a greener and more sustainable Philadelphia. This is the first time since 2013 that the Subaru Fall Festival is returning to Philadelphia.

The Subaru Fall Festival at Greensgrow Farms is made possible by Subaru of America and Penn Treaty Special Services District. For additional event details, please see below or visit www.greengrow.org/subarufallfest.

Name: Subaru Fall Festival at Greensgrow Farms
 Date: October 7, 2017
 Time: 10:00 am – 4:00 pm
 Cost: Open to the public and admission is free
 Location: Greensgrow Farms
 2501 E. Cumberland Street
 Philadelphia, PA 19125
 Hashtag: #subarufallfest

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 620 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. 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. Over the past 20 years, SOA has donated more than \$120 million to causes the Subaru family cares about, and its employees

have logged more than 40,000 volunteer hours. 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. For additional information visit media.subaru.com. Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

About Greensgrow: Growing Ideas Since 1997

Greensgrow is a non-profit organization that engages our neighborhoods in cultivating social entrepreneurship, urban agriculture, and community greening. Founded in 1997 as a hydroponic lettuce farm on the site of a former steel galvanizing plant, Greensgrow is a nationally recognized leader in developing urban agriculture projects, and providing access to fresh produce in low-income communities.

Greensgrow Farms, the organization's original location in Kensington spans a square city block where produce is grown in raised beds, with a vibrant farmstand, garden center, City Supported Agriculture (CSA) program and frequent educational workshops. The farm is home to one pig, one duck, several chickens, bees, turtles, and sometimes a cat.

In 2014, Greensgrow expanded to West Philadelphia on a previously empty and overgrown lot between the historic 52nd Street and Baltimore Avenue commercial corridors. This new satellite location - Greensgrow West - was reimagined with input from local residents with an eye towards green building practices, community greening resources, and programming designed for all ages. The site features a high tunnel, demonstration green roofs, repurposed shipping containers, and even a tiny house. Greensgrow West also features a full-service garden center, City Supported Agriculture farm share program, educational workshops, chickens, and often a few cats.

In addition to its farm locations, Greensgrow operates a community kitchen for small food businesses, a farmshare program for SNAP beneficiaries, mobile markets in underserved urban areas, and consults on matters pertaining to urban agriculture, social entrepreneurship and brownfield reclamation, employing over 35 people sustainably and generating 2 million dollars in economic activity for the region.

For more information, visit greengrow.org.

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