



**FOR IMMEDIATE RELEASE**

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**SUBARU AND GREENSGROW FARMS PARTNER TO CELEBRATE THE SEASON  
AT THE SUBARU FALL FESTIVAL**

*Thousands to Attend Philadelphia's Premier Harvest Season Event on October 6*

Philadelphia, PA – September 26, 2018 – [Subaru of America, Inc.](#) and [Greensgrow Farms](#), Philadelphia's famous urban farm and community garden center, will welcome neighbors and visitors to celebrate the fall season at the [Subaru Fall Festival at Greensgrow Farms](#) on Saturday, October 6, 2018. 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 enjoy live music, local food and drink, and crafts from over 30 local vendors; visit the farmstand and bring the kids to partake in a variety of children's activities; run the sack race, bob for apples, or hunt for the best pumpkin in the patch and paint

it. They may also taste samples from or compete in the annual Chili Competition and Apple Pie Competition where the public is asked to submit their best recipes to be crowned champions.

Judges for this year's pie competition include: **Lynn Buono**, [Feast Your Eyes Catering](#) and Dames Escoffier; **Matt Fein**, Culinary Director of [Federal Donuts](#), and one of Zagat's "30 Under 30 – Philadelphia;" **Marisa McClellan**, [foodinjars.com](#) blogger, canning teacher, and the author of *Food in Jars, Preserving by the Pint* and *Naturally Sweet Food in Jars.*; **Zoë Lukas**, Founder + Creative Director of [Whipped Bakeshop](#).

Other festival activities include:

- Philadelphia Brewing Company Beer Tent with Boardroom Spirits
- Cider pressing
- Bee beard from 1–2pm with Don Shump, Head Beekeeper at Greensgrow and owner of Philadelphia Bee Company in West Philadelphia
- Live Music
  - 11:00am - 11:30am Kensington CAPA High School Drumline
  - 12:30pm - 1:30pm Gringo Motel
  - 1:30pm - 2:30pm Chalk and the Beige Americans
  - 2:30pm - 3:30pm Todd Fausnacht
- Adopt-a-Pet with Street Tails
- Subaru Coat Drive
- Food trucks; Everything We Eat, Authentik Byrek, Slurp

VIP parking for Subaru owners will be available on a first come, first served basis at the lot on Almond Street across from Greensgrow Farms, located behind St. Anne's Senior Citizen Center at 2607 E. Cumberland Street.

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.

The Subaru Fall Festival at Greensgrow Farms is made possible by [Subaru of America, Inc.](#) along with State Farm/Paul Nawrocki Insurance Agency, and Federal Donuts. For additional event details, please see below or visit [www.greengrow.org/subarufallfest](http://www.greengrow.org/subarufallfest).

Name:	Subaru Fall Festival at Greensgrow Farms
Date:	October 6, 2018 *Rain or Shine
Time:	10:00 am – 4:00 pm
Cost:	Free Admission and Open to the Public

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 630 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](http://media.subaru.com). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

### **About Greensgrow: Growing Ideas Since 1997**

[Greengrow](#) is a non-profit organization that engages neighborhoods in cultivating social entrepreneurship, urban agriculture, and community greening. Founded in 1997 as a hydroponic 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 operates two full-service garden centers, a community kitchen for small food businesses, a Farm Share program for SNAP beneficiaries, mobile markets in underserved urban areas, and consults on matters pertaining to urban agriculture, social entrepreneurship and brownfield reclamation, employing 35 people sustainably. For more information, visit [www.greengrow.org](http://www.greengrow.org).

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