



Media Information

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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 , Sep 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.

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 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.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant 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 and the SOA Foundation have donated more than \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).