



## Media Information

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### **Subaru Of America Welcomes Autumn, Salutes Urban Gardening At The 4Th Annual Fall Festival At Greensgrow Farms**

*Philadelphia's Noted Urban Garden to Feature Sample Harvest Dishes, Farm Crafts, Children's Activities and a Farmer's Market*

Cherry Hill, N.J., Aug 29, 2011 - Subaru of America, Inc. announced today the company's sponsorship of the [4th Annual Subaru Fall Festival at Greensgrow Farms](#). Nationally recognized as a leader in urban farming, Greensgrow Farms' Philadelphia garden offers a welcoming setting for a fun, informative day outdoors, with activities such as egg gathering and veggie harvesting. Subaru is partnering with Organic Gardening Magazine to offer workshops on herb gardening, composting, terrarium making and garden photography, as well as with ASPCA®, which will have pets available for adoption. This year, there is also a chance to help name a very cute piglet, so visitors are encouraged to think of their best pig-worthy names.

Anticipating the cooler fall and winter weather, Subaru will be collecting new and clean used coats at the festival. Visitors can drop them off at specially marked Subaru Outback and Forester vehicles for donation to those in need in the Philadelphia area.

"We're very happy to support the Fall Festival at Greensgrow Farms," notes Todd Lawrence, promotions and sponsorship manager, Subaru of America, Inc. "The activities promoted at this event – including gardening, community supported agriculture, and farm-to-table – resonate with our owners, and with our employees. In fact, Subaru employees grew more than 1,000 pounds of vegetables this year from our 'Share the Love' Gardens at our facilities around the country."

Twitter users can engage at #fallfest11; the festival hashtag is live and the excitement is building. Gardening fans interested in sharing their garden success stories online – and getting help and inspiration from the gardening community – can stop by the @thegardenchat table to learn how to set-up a Twitter account and engage in a weekly #gardenchat with noted gardener and photographer Brenda Haas.

Other activities at the fall festival include pumpkin decorating, face painting, "upcycling" old clothes to make a straw person and pet decorating. Guests shouldn't be surprised to see a Dachshund dressed as a zucchini or an English Bulldog emulating a pumpkin.

Subaru drivers will have another reason to enjoy the event: They'll receive Subaru vehicle VIP parking on a first-come, first-served basis.

Subaru fans can find local events and share tweets, photos and videos with like-minded individuals by following @subaru\_life on Twitter. All things Subaru – vehicle news, advice and general discussions on what makes a Subaru, a

Subaru – can be found on Twitter at @Subaru\_usa.

**About Subaru of America, Inc.**

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers 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. For additional information visit [www.subaru.com](http://www.subaru.com).