



# Media Information

Subaru Of America, Inc.  
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## **SUBARU CELEBRATES URBAN FARMING AT THE 5th ANNUAL FALL FESTIVAL AT GREENSGROW FARMS IN PHILADELPHIA**

- Greensgrow Farms, the nationally recognized leader in urban farming, to feature a farmer's market, crafts, and do-it-yourself demonstrations
- Subaru of America to feature a kid's corner, soundstage highlighting local musical talent and coat drive to benefit the Covenant House

Cherry Hill, N.J., Oct 4, 2012 - Subaru of America, Inc. will hold its [5th Annual Subaru Fall Festival at Greensgrow Farms on Saturday, October 6 in Philadelphia](#). The Subaru Fall Festival is a celebration of fresh food, local vendors, crafts and farm fun. The festival is held annually at the nationally recognized Greensgrow Farms -- a former galvanized steel plant that has become a model for urban agriculture. Attendees can sample harvest dishes, enjoy crafts stations, and visit the Greensgrow farmer's market; children can partake in various activities at the Subaru Kid's Corner.

Highlights for this year's festival include:

- Chili cook-off competition
- Philly's favorite pig- Milkshake's, first birthday party
- Live music throughout the day
- Subaru Kid's Corner with organic snack station and pumpkin painting
- Philadelphia PAWS mobile pet adoption unit onsite

Attendees will also have the opportunity to check out the 2013 Subaru Outback and the 2013 Impreza -- the most fuel efficient all wheel drive car in America.

"Greensgrow is thrilled to be partnering with Subaru as a thank you to our community for supporting our mutual vision of a better, greener Philadelphia," added Mary Seton Corboy, chief farm hand and idea officer, Greensgrow Farms. "Like Subaru, we believe in sharing the love."

"We look forward to holding our annual Fall Festival at Greensgrow Farms every year," notes Tim Tagye, promotions and sponsorship manager, Subaru of America, Inc. "The festival highlights Greensgrow's efforts towards giving back to local communities which resonates well with our owners and employees."

Follow Subaru and Greensgrow:

Twitter and Instagram users can engage at #fallfest12; the official festival hashtag. Attendees are encouraged to tweet and upload their images on Instagram of the event using the specified hashtag.

Check into Greensgrow Farms on Foursquare, for festival-friendly tips courtesy of Subaru of America.

For more information on Mary Seton Corboy and Greensgrow Farms, view this short video: <http://subar.us/OqjXJg>

**Greensgrow Farm**

2501 E. Cumberland Street  
Philadelphia, PA 19125

Saturday, October 6, 11 a.m. - 4 p.m.

Event is free to the public

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

**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).