



# Media Information

Subaru Of America, Inc.  
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## Subaru To Host Its Third Annual Fall Festival At Greensgrow Farms

*Chef, Spike Mendelsohn and Rachael Ray's design buddy, Evette Rios, Help Celebrate the Change of Seasons*

Cherry Hill, N.J., Sep 26, 2010 - Subaru of America, Inc. will host its third annual Fall Festival at Greensgrow Farms on Saturday, October 2 from 10 a.m. – 3 p.m. For those looking to sharpen their cooking skills or work on that green thumb, this event provides plenty of opportunities. The event also provides attendees with a chance to do something good for others. They can help keep others warm this winter by filling a 2011 Subaru Outback with clean, gently used or new coats that Subaru will donate to a local Philadelphia shelter.

"Subaru is a proud partner of Greensgrow Farms," said Tim Mahoney, senior vice president and CMO for Subaru of America, Inc. "This organization works to develop a community through urban farming, and as Subaru is very committed to supporting community-based efforts, this is a very complementary partnership."

During the one-of-a-kind festival, attendees can learn how to make apple cider, have Subaru pet ID tags made, design a pet t-shirt or adopt a pet on-site. The ASPCA will join Subaru to help answer questions on adoptions and spay and neuter programs. Also special to Subaru owners, VIP parking is available for Subaru vehicles on a first-come, first-served basis.

In addition, there will be a kids' zone on-site with plenty of family-friendly activities. Evette Rios, Rachael Ray's design buddy, will teach no-carve pumpkin decorating. Kids will learn how to make their pumpkins stand out from the patch using stencils, paints, stickers, glitter and more. Evette will also teach the fine art of terrarium making - a miniature landscape with living plants and often small animals such as lizards or turtles.

Chef, Spike Mendelsohn, the breakout star of *Top Chef*, restaurateur and cookbook author, will be on-site doing a cooking demonstration and tasting using recipes from his best-selling book, *The Good Stuff Cookbook*. The demo items include his Good Stuff Burger, Good Stuff Sauce, Pumpkin Patch Milkshakes as well as Mac 'N' Cheese.

Greensgrow Farms is located at 2501 E. Cumberland St. Philadelphia, PA 19125 and the event takes place rain or shine. Visit [www.greengrow.com](http://www.greengrow.com) for more information on the event and Greensgrow.

### 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).

### About Greensgrow Farms

Greensgrow is the nationally recognized leader in urban farming and is open to the public from early spring through Christmas. A small but dedicated staff runs a multifaceted operation, including a nursery, a farm market, and a Community Supported Agriculture (CSA) program, proving that abandoned land is only abandoned if we choose to leave it that way.

**Evette Rios**

Evette is a design expert and all-around home enthusiast. As a Content Buddy on the Rachael Ray show and a regular in Every Day with Rachael Ray magazine's editorial design and entertainment features, she creates innovative room makeovers and stylish ideas help make any house a home.

**Chef, Spike Mendelsohn**

Top Chef, Season 4 contender, two-time South Beach Burger Bash winner and owner of D.C.'s Good Stuff Eatery, Spike is a standout personality with a passion for sharing big flavors and great food.