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Grayson Subaru Selects Ijams Nature Center as Hometown Charity as Part of 19th Subaru Share the Love® Event

(KNOXVILLE, TENNESSEE, 11/20/2026)—For the fourth consecutive year, Grayson Subaru has chosen Ijams Nature Center as its Hometown Charity for the Subaru Share the Love® Event to help raise funds to expand the Ijams Nature Playscape at Grayson Subaru Preserve and the Mead's Quarry swim area.

From now through Jan. 4, 2027, Subaru of America will donate $250 for every new Subaru vehicle purchased or leased at participating retailers nationwide. Donations will support several national charities and almost 830 hometown charities chosen by local Subaru retailers.

"We're so excited by what the team at Ijams has accomplished, thanks to the generosity of our customers, through Subaru's Share the Love campaign," Grayson Subaru Marketing Manager Dan Moyers said. "We're amazed at the progress Ben Nanny and his team have managed on Phase II of the Ijams Nature Playscape. They always stretch every dollar! We look forward to the additions at Mead's Quarry Lake in 2027 as well."

The Ijams team plans to install new ladders and more dock pieces in the swim area of the lake in 2027. As part of Phase II for the playscape, Ijams partnered with Lincoln Memorial University's Occupational Therapy Department to design inclusive elements.

"Nature is for everyone, and every child deserves to safely play in, explore, and learn outdoors," Ijams Conservation Director Ben Nanny said. "LMU's team advised us on how to better support children with neurodivergence and sensory issues. The new area will feature musical elements, graduated climbing challenges for upper body strength, balance elements, a bird blind with a sensory wall, and intentionally quiet spaces. This section of the Playscape is adjacent to the Mead's Quarry parking lot, making it easier to get to, and the space has been graded to accommodate a wider audience."

Through this year's event, Subaru and its participating retailers will aim to reach a cumulative total of more than $360 million in donations to charitable organizations.

Grayson Subaru customers may designate their donation to the nonprofit nature center or select from the event's national charity partners: The American Society for the Prevention of Cruelty to Animals® (ASPCA®), Make-A-Wish®, Meals on Wheels America, and the National Park Foundation.

Over the last 18 years, the Subaru Share the Love Event has generated more than $346 million in donations nationwide and supported more than 2,700 hometown charities.

Grayson Subaru is part of Grayson Automotive, which offers the Subaru, Hyundai, BMW, Genesis, and Mini brands. Subaru of America and Grayson Subaru donated almost $46,000 from the 2025 Subaru

Share the Love event to support these initiatives, and cumulatively has donated more than $172,000 toward the creation of the Ijams Nature Playscape at Grayson Subaru Preserve.

Subaru of America, Inc. 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.

Ijams Nature Center is a 336-acre nonprofit educational center in the heart of Knoxville and serves visitors of all ages, stages, and abilities. Its mission is to encourage stewardship of the natural world by providing an urban greenspace for people to learn about and enjoy the outdoors through engaging experiences. Ijams features 14 miles of hiking and mixed-use trails, a public access river dock, swimming, boating, biking, and so much more. Hundreds of world-class educational programs and events are coordinated and offered annually. Ijams' grounds and trails are open every day from 8 a.m. until dusk. For more information, visit Ijams.org or call 865-577-4717.

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