



***FOR IMMEDIATE RELEASE***

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**Grayson Subaru Presents \$45,550 Check to Ijams Nature Center  
for 18<sup>th</sup> Subaru Share the Love® Event**

(KNOXVILLE, TENNESSEE, 6/22/26) – Grayson Subaru recently presented a check for \$45,550 to Ijams Nature Center to continue its work to expand the Ijams Nature Playscape at Grayson Subaru Preserve and improve the Mead’s Quarry Lake swim area.

The local retailer chose the nonprofit nature center as its hometown charity for Subaru of America, Inc.’s (SOA’s) 2025 Subaru Share the Love® Event. From Nov. 15, 2025, to Jan. 2, 2026, Subaru and its retailers donated a minimum of \$300 for every new Subaru vehicle purchased or leased at participating retailers nationwide to several national charities and a hometown charity chosen by each retailer.

This is the third consecutive year that Grayson Subaru has selected Ijams as its partner for this event and the sixth year overall. The funding Ijams has received through the program since 2023 is helping to create Phase 2 of Playscape and will add other features to the swim area.

“The Grayson Subaru family is so proud to participate in the Subaru Share the Love Event each year,” Grayson Marketing Manager Dan Moyers said. “Subaru fans are a diverse bunch who come together on one thing: They strongly believe in giving back and making a difference in their community. This gift reflects their devotion, and we always look forward to seeing how the Ijams team will transform these areas with their help.”

“Words cannot express how grateful we are to our friends at Grayson Subaru for choosing Ijams to be their hometown charity,” CEO Amber Parker said. “Each year, we’re stunned by their generosity, as well as the generosity of their customers and Subaru of America.

“I’ve always said that ‘teamwork makes the dream work,’” she said. “All of these partners make dreams come true. Thanks to them, children will have another safe place to play and explore nature, and our visitors will have more access to the lake at Mead’s Quarry.”

For the past year, the Natural Resource Management team has worked with the Education team to prepare a new play space on the south side of the Mead’s Quarry parking lot that connects Mead’s Quarry to Phase 1 of the playscape.

Though smaller in footprint, the new area maintains the same aesthetic and character as the first. It incorporates landscape features shaped by the site’s former limestone mining operations, which created hills and valleys that now serve as forest playrooms. Features will include climbing and balance elements, nature-inspired musical and art pieces, and quiet sitting spots to rest and observe wildlife. Staff also are revitalizing an existing outdoor classroom to better serve the public and Ijams education programs.

Phase 2 of the Playscape is scheduled to open in spring 2027.

Subaru of America, Inc., Grayson Subaru, and other retailers donated \$26 million through the 2025 Subaru Share the Love event. Over the program's 18-year history, this event has generated more than \$346 million for national charity partners and local hometown charities, making positive impacts in communities nationwide during the holiday season and beyond.

Retailers chose to support a record 839 hometown charities, expanding the program's reach to more local organizations than ever before. Collectively, these organizations received more than \$18.6 million from Subaru of America and its retailers, underscoring the initiative's broad impact.

Grayson Subaru is part of Grayson Automotive, which offers the Subaru, Hyundai, BMW, Genesis, and Mini brands.

Subaru of America, Inc. is an indirect wholly owned subsidiary of Subaru Corporation of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants.

Ijams Nature Center is a 338-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 more. Hundreds of educational programs and events are coordinated and offered annually. Ijams' grounds and trails are open every day from 8:00 AM until dusk. For more information, visit [ijams.org](http://ijams.org) or call 865-577-4717.

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**PHOTO CUTLINE:** Grayson Subaru presented a check for \$45,550 from Subaru of America's 2025 Subaru Share the Love Event to Ijams Nature Center in June. Funds will help expand the Ijams Nature Playscape at Grayson Subaru Preserve and the Mead's Quarry Lake swim area. Pictured from left are Ijams Board Member Matthew Kellogg and his son, Louis, Ijams staff member Ben Nanny, Ijams Board President Carl Van Hoozier, Jr., Grayson Marketing Manager Dan Moyers, Ijams Board Member Joseph Mack, and Ijams staff members Leigh Feld, Amber Parker, Mackenzie Faust, Autumn Allman, Brandy Cox, Sarah Brobst, Kylie Preston, Paige Crane, Ray Griffin, Madeline Harper, Jupiter Istarwind, and Madison Watson.