



FOR IMMEDIATE RELEASE

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**Grayson Subaru Selects Ijams Nature Center as Hometown Charity
as Part of 18th Subaru Share the Love® Event**

(KNOXVILLE, TENNESSEE, 11/20/2025)—For the third 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 Nov. 20, 2025, to Jan. 2, 2026, 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 more than 830 hometown charities chosen by local Subaru retailers.

"Our partnership with Ijams Nature Center is near and dear to our hearts," Subaru Sales Manager JC Marguardt said. "We're extremely excited about the new play elements that will be part of the expansion to the Ijams Nature Playscape, as well as the new docking that will increase access to the lake. It's an honor to give back to causes that we and our customers value as part of this annual event."

This year, Subaru and its participating retailers aim to surpass a cumulative total of more than \$350 million donated to charitable organizations since the program's inception.

Grayson Subaru customers may designate their donation to Ijams 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 17 years, the Subaru Share the Love Event has generated nearly \$320 million in donation nationwide and supported more than 2,700 hometown charities.

"Ijams staff and volunteers have cleared invasives from the upper section of Phase II of Grayson Subaru Preserve to prepare for additional community science research plots, so it's time to turn our attention to Mead's Quarry," Ijams President Amber Parker said. "Our Education and Natural Resource Management teams have developed a plan to connect the preserve to the quarry area with new nature play elements, and we hope to be able to add the additional docking in 2026. None of this would be possible without the generosity from our friends at Grayson Subaru."

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 \$47,000 from the 2024 event to support these initiatives.

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. Over the past 20 years, Subaru of America and its Foundation

have donated more than \$340 million to causes the Subaru family cares about, and its employees have logged more than 115,000 volunteer hours.

Celebrating its 50th anniversary in 2025, Ijams Nature Center is a 320-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 8:00 AM until dusk. For more information, visit ijams.org or call 865-577-4717.

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