



FOR IMMEDIATE RELEASE

Media Contact

Cindy Hassil, Development Director
865-577-4717, ext. 1006 / chassil@ijams.org

**Grayson Subaru Presents \$46,732 Check to Ijams Nature Center
for 17th Subaru Share the Love® Event**

(KNOXVILLE, TENNESSEE, 7/9/25) – Grayson Subaru recently presented a check for \$46,732 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) 2024 Subaru Share the Love® Event. From Nov. 15, 2024, to Jan. 2, 2025, 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.

"We are very proud to partner with Ijams Nature Center and give back to our community," Subaru Sales Manager JC Marquardt said. "Ninety percent of our customers who purchased or leased a new vehicle from Grayson Subaru selected Ijams to receive the donation as part of the 2024 Subaru Share the Love event. We truly appreciate our customers for supporting us and the nature center."

SOA reported that the majority of donations from the 2024 event supported local charitable organizations, with more than \$23 million going to 834 hometown charities that resonated with Subaru owners and the neighborhoods they serve.

Marquardt said Subaru and Grayson Subaru has donated more than \$544,000 to charities over the years. In 2024, Grayson Subaru presented Ijams with a \$39,000 check.

Ijams President and CEO Amber Parker said she is extremely grateful for the support.

"This is amazing," Parker said. "Ijams is a place where all people can learn about and enjoy nature. As a nonprofit, Ijams primarily relies on donations and memberships, and it means a great deal when people want to come together to improve their community. These funds will help us create new play elements and add signage to the nature playscape, as well as increase the docking at the lake."

"These improvements are an expensive undertaking; just one interlocking dock piece costs about \$10,000," she continued. "We appreciate our friends at Subaru and everyone who designated funds to help Ijams improve and serve hundreds of thousands of visitors each year."

Parker said the Ijams Natural Resource Management team and volunteers have removed almost all of the invasive species from the upper section of the Grayson Subaru Preserve, now allowing staff to see the "bones" of the space and determine how to lay out the new play "rooms" and community science areas.

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“After that work has been done, we’ll focus on lake improvements,” Parker said.

The 2024 Subaru Share the Love event raised a record \$31.7 million for national and hometown charities. Over the past 18 years, Subaru and its participating retailers have donated nearly \$320 million to charity.

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.

Celebrating its 50th anniversary in 2025, Ijams Nature Center is a 318-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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PHOTO CUTLINE: Grayson Subaru presented a check for \$46,732 from Subaru of America’s 2024 Subaru Share the Love Event to Ijams Nature Center on June 26. 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 staff members Leigh Feld, Sarah Brobst, Ben Nanny, and Amber Parker; Subaru Sales Manager JC Marquardt; Subaru staff members Abigail Ward and Andra Lenz; and Ijams staff members Brandy Cox, Katie Brittian, and Madison Watson.