



## SUMMER AUERBACH

**SUMMER AUERBACH** was born in 1981 in Louisville, Kentucky. Her family includes her parents Pumpkin and Rob Auerbach, sister Star Auerbach, and grandparents Minx and Sy Auerbach. Summer grew up partly on the Auerbach farm, Firefly Farm, in Oldham County, an area where few other Jews lived at the time. However, Summer still went to Sunday school in Louisville every week, attended Jewish summer camps, took a year abroad in Israel, and was proud of her Jewish heritage. For the annual extended family celebrations of the high holidays, Summer would often help her grandmother prepare the food.



**RAINBOW BLOSSOM**  
NATURAL FOOD MARKETS

Summer's parents opened Rainbow Blossom, the family's restaurant and natural foods store, in 1977. Summer enjoyed working at Rainbow Blossom bagging groceries and helping customers. She eagerly sought to take on new tasks at the store. She wanted to learn everything that she possibly could about supplements so that she could make recommendations to the customers.

Summer completed business school at Bentley University at a pivotal time in her life both personally and professionally. She stepped in unexpectedly to save the family business. Since that time, she has grown the business from three Rainbow Blossom stores to five stores across Kentucky and Indiana. Summer helped found the Louisville Independent Business Alliance, which pioneered the Keep Louisville Weird campaign modeled after a similar initiative in Austin, Texas. The goal was to help the small and locally run businesses in Louisville to thrive. In addition, in 2007, Summer helped to start a weekly farmers market in Louisville.



*I don't think that I ever felt singled out...I always knew that I wasn't like everyone else. I was like, my name is Summer, and I live on a farm, and I'm Jewish.*