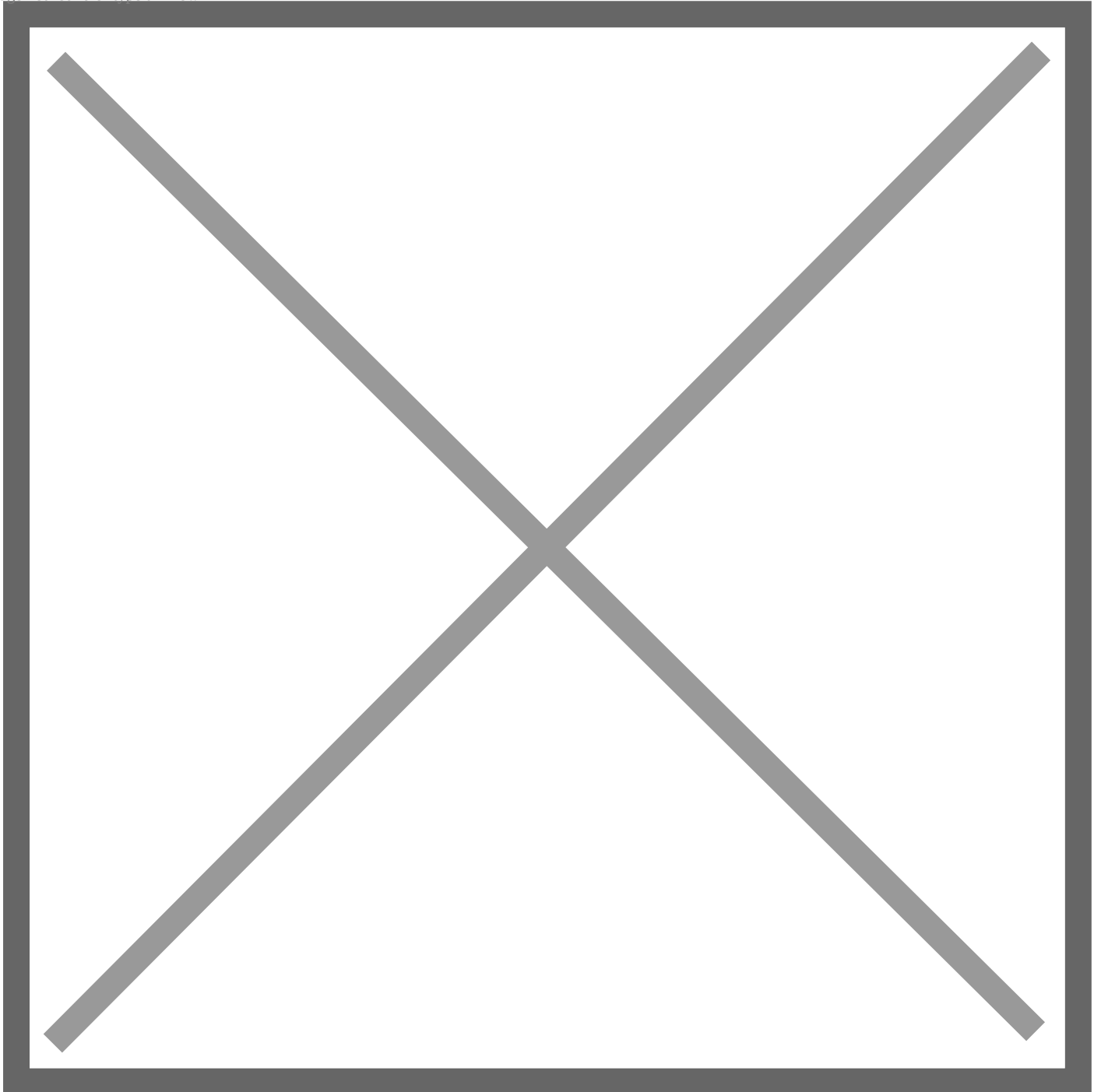


# **Toyota to Provide All Detroit Public School Eighth Graders Free M-Step Prep Field Trips to Michigan Science Center**

March 29, 2018

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**DETROIT, March 29, 2018** – The [Michigan Science Center](#) is partnering with [Toyota Motor North America](#) (TMNA) and the [Detroit Public Schools Community District](#) (DPSCD) to develop a program that enables all eighth grade students in the district to participate in M-STEP Prep Field Trips for free.

The M-STEP prep program, started in mid-February and features field trips to the Michigan Science Center that are designed to help students revisit and internalize concepts learned in class using engaging activities that support the [Michigan Science Standards](#). Interactive presentations and demonstrations in physical, Earth and life sciences will help students retain key science concepts.

“We’re thrilled to continue our partnership with the Michigan Science Center and help Detroit’s students gain access to a program to help cultivate STEM learning,” said Jeff Makarewicz, group vice president of TMNA Research and Development. “Toyota is committed to playing a role in building the future STEM workforce. Exposing children to engaging programs like the M-STEP Prep Field Trip support the concepts they are learning in school and shows them to new and exciting possibilities.”

In addition, March 27, 2018 will be recognized as “Toyota Day” at the Michigan Science Center where TMNA employees and executives will support educational activities and special programming for the M-STEM Prep Field Trips.

Toyota has made Michigan its hub for North American automotive research and development. Through its Ann Arbor-based, state-of-art product development facility, the company has access to a pool of talented and experienced engineers. Toyota is committed to STEM education within the region and supporting key initiatives with the Michigan Science Center.

In 2017, the duo opened the [Toyota 4D Engineering Theater](#) (TET), with the exterior of the theater features an interactive wall that allows visitors to engage in unique STEM activities. Once inside, the TET delivers a unique four-dimensional experience that engages multiple senses. It houses a state-of-the-art HD projection system with 3D viewing capabilities and enhanced space and lighting for a more immersive experience. The TET is the only theater in Michigan to incorporate “spark” effects without heat, smoke or pyro techniques. Additionally, advanced viewing technology enables MiSci to live stream video footage to and from virtually anywhere in the world. To date, 25,000 people have visited the TET since it’s opening last spring.

“The Michigan Science Center is inspiring students to become the next generation of innovators that are so critical to the future of the automotive mobility industry and this city. We must all challenge ourselves to start your impossible” said Chris Reynolds, a Detroit native and executive vice president of corporate resources, chief diversity officer & managing officer at Toyota Motor Corporation.

“We’re focused on empowering and enriching all children and all communities with STEM,” said Tonya Matthews, Michigan Science Center CEO. “This partnership with Toyota helps Detroit’s students further learn STEM concepts and provides resources for future generations of STEM professionals.”