

GLAAD and Toyota Financial Services Stand Against Bullying, Announce 'Go Purple for #SpiritDay' app for iPhone and Android

October 09, 2013

TORRANCE, Calif., Oct. 09, 2013 – Toyota Financial Services ([TFS](#)) (@toyotafinancial) and the Gay & Lesbian Alliance Against Defamation ([GLAAD](#)) have teamed up once again to take a stand against bullying, joining hundreds of celebrities, media outlets, corporations, and organizations in doing the same. Together, the two entities launched the [“Go Purple for #SpiritDay”](#) app, available for both iPhone and Android smartphones. The TFS-powered app provides users with anti-bullying resources, calls to action, and a tool that turns photos purple. These purple photos can then be shared to Facebook, Twitter, and Instagram to show one’s support for, and participation in, the upcoming [Spirit Day](#) on Oct. 17.

Millions of Americans will “go purple” for Spirit Day, raising awareness of the dangers of bullying, and showing support for lesbian, gay, bisexual, and transgender (LGBT) youth.

“As a company committed to ensuring equality and respect for all people, and dedicated to improving the lives of youth everywhere, Toyota Financial Services and the entire Toyota family are thrilled to once again join hands with GLAAD to show support for those who have been bullied or who fear being bullied,” said Ann Bybee, Vice President, Corporate Strategy, Communications & Community Relations. “While our society is making tremendous progress combating bullying behaviors in schools and communities across the country, it is still a devastating epidemic against which we must take a stand. Going purple for Spirit Day is an easy, simple, yet powerful way to show support, open a dialogue, and send a clear message that bullying of any kind isn’t acceptable.”

The list of celebrity participants, media outlets, TV networks, organizations and corporations grows daily – to see who has pledged to go purple, visit <http://glaad.org/spiritday>.