

Toyota Green Initiative Awards Green Campus Contest Grand Prize to Grambling State University Student

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TORRANCE, Calif. (April 23, 2013) – Toyota Green Initiative (TGI), an environmental stewardship platform designed to empower the African American community to adopt a sustainable lifestyle, is pleased to announce that student Corban Bell of Grambling State University in Grambling, La., is the grand prize winner of TGI's third annual Green Campus Contest. With nearly 1,300 votes on www.ToyotaGreen.com, Bell's plan and establishment of a permanent, campus-wide recycling program at his school earned him a 2012 Toyota Prius and \$5,000 toward the purchase of trees for his Grambling State University campus. He also receives membership to the TGI Coalition, a collective of environmental experts and celebrities who speak on sustainability within the African American community and relevant ways to go green.

First prize winner and runner-up Domenico Smith of Howard University in Washington, D.C., will also receive \$2,500 toward the purchase of trees for his school. The trees for both Howard University and Grambling State University will be planted during the fall 2013 TGI Mobile Tour.

"We received so many phenomenal Green Campus Contest submissions from students concerned about the environment," said [Jim Colon](#), vice president of product communications for Toyota Motor Sales, U.S.A., Inc. and TGI Coalition member. "In the end, Corban Bell's plan to establish a recycling program and lead additional initiatives, such as hosting a sustainability awareness week and expanding Grambling's compost program, impressed the TGI program as well as voters."

"I'm so excited to be selected as this year's Green Campus Contest winner," says Bell. "TGI is a great environmental resource for the African American community, and I'm honored to represent the program in my efforts to improve the green culture at Grambling."

The TGI Green Campus Contest is an environmental competition where students at select Historically Black Colleges and Universities (HBCUs) can submit plans on conserving resources within their campus and/or community. After an initial selection round, each of the 10 semifinalists is provided with a \$500 budget to help implement his or her respective campus program. The results of their efforts are reviewed by the TGI Coalition and the two finalists' essays are posted on ToyotaGreen.com where visitors can vote for their favorites. Past Green Campus Contest winners include Tamika Smith of Jackson State University in Jackson, Miss., in 2011 and Stephen Graddick IV of Johnson C. Smith University in Charlotte, N.C., in 2010.

To learn more about the Toyota Green Initiative and the Green Campus Contest, please visit www.ToyotaGreen.com.

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