

Toyota Increases Pledge to Food Bank For New York City to 1.25 Million Meals

June 21, 2013

New York, NY – June 21, 2013 – Toyota this afternoon announced a substantial increase in its pledge to Food Bank For New York City. Originally, Toyota planned to donate one meal for each video view of the short documentary about its work with Food Bank, up to 250,000 meals. Toyota has increased the amount up to 1 million meals, due to the overwhelming response to the documentary. This is in addition to the 250,000 meals Toyota has already donated to Food Bank.

The film, which can be viewed at <http://www.youtube.com/watch?v=EedMmMedj3M>, was produced by Supermarché, led by Rel Schulman and Henry Joost, creators of the feature films *Catfish* and *Paranormal Activity 3 and 4*.

The short film chronicles how a team from Toyota collaborated with staff at Metro World Child, a mobile food distribution unit that distributes emergency food boxes to community members in the Far Rockaways, many of whom are still struggling to get back on their feet more than six months after Superstorm Sandy. Their shared goal was simple, but critical – enhance Metro World Child’s operations to help it deliver more food, more quickly, to more New Yorkers in need. For more details, please click [here](#).