

# Toyota/Lexus Financial Services Kicks Off 2nd Annual 'GoGreen' Campaign, and Pledges Up To \$100,000 for Boys & Girls Clubs of America

January 15, 2013

TORRANCE, Calif., Jan. 15, 2013 – [Toyota Financial Services](#) (TFS) / [Lexus Financial Services](#) (LFS) is continuing to do its part for the environment, all while supporting the [Boys & Girls Clubs of America](#) (BGCA) and improving the overall experience of its own customers.

TFS/LFS is kicking off its second annual “GoGreen” campaign, encouraging customers to sign up for paperless billing statements; allowing them to receive monthly emails when their bill is due, rather than traditional paper statements sent through the mail. Between Jan. 15 and March 31, 2013, for every customer that signs up to “GoGreen,” TFS/LFS will donate \$5 to the BGCA (up to a total of \$100,000).

Every day, BGCA members across the nation participate in numerous “green” activities, such as recycling projects and community clean-ups. By choosing to “GoGreen,” TFS/LFS customers are not only helping provide much needed funds to BGCA, they are helping to greatly reduce the volume of paper statements that TFS/LFS sends each month. The “GoGreen” campaign protects the environment, while supporting after-school and life-skills programs that teach young people how to better care for their neighborhoods... and for their planet.

“Last year’s ‘GoGreen’ campaign was a great success,” says Karen Ideno, vice president of Product & Marketing. “It took place less than a year after TFS/LFS launched paperless billing, and a record **239,450 customers** signed up for the program during this first drive. The environment-friendly campaign helped the company surpass its targeted goal.”

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