

# Toyota Announces Return of '100 Cars for Good' Program in 2012

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CHICAGO (February 9, 2012) – At the Chicago Auto Show today, Toyota announced the return of its “100 Cars for Good” program. For the second straight year, Toyota will award 100 vehicles over the course of 100 days to 100 U.S. nonprofits, with winners selected through public voting on the Toyota Facebook page. Applications for the program will open on March 12, 2012 at <http://www.facebook.com/toyota>.

The announcement was made by Michael Rouse, vice president of philanthropy and community affairs for Toyota Motor Sales, U.S.A., who was accompanied by some of the nonprofits that received vehicles in last year’s 100 Cars for Good program.

“At Toyota, we appreciate what a big difference a new car can make for organizations working to improve lives and strengthen communities across the country, and we are thrilled to have this opportunity to lend a hand,” said Rouse. “Over the last 20 years, Toyota has contributed more than half a billion dollars to nonprofits throughout the U.S. 100 Cars for Good allows us to build on that commitment in important, new ways by making the public an integral part of these efforts and harnessing the power of social media to expand awareness and galvanize support for organizations that are having such a tremendous impact in neighborhoods nationwide.”

A 2011 winner of a new Toyota Sienna, the Chicago Zoological Society, also spoke at the announcement.

“We are very appreciative of this tremendous donation from Toyota,” said Stuart Strahl, Ph.D., president and CEO of the Chicago Zoological Society. “The new van has been invaluable in our efforts to bring our conservation and informal science education programs to under-resourced communities throughout Chicago and the suburbs. Our dedicated staff travels year round to these communities, inspiring families to gain an appreciation of nature and wildlife, not only globally, but also in their own backyards. We have also used the minivan to transport young students to the zoo and field locations as part of the Society’s award-winning Youth Volunteer Corps.”

In communities across the country, vehicles from the first year of 100 Cars for Good are making a significant difference. These include:

- Ensuring that a soup kitchen in Morristown, New Jersey can pick up food donations that used to be turned away due to a lack of transportation, allowing it to provide meals and food to even more people in need;
- Helping a program near Detroit provide horseback riding visits for kids with cancer; and
- Supporting the efforts of a nonprofit in Wilmington, North Carolina to train and deliver service dogs to wounded veterans.

## Applying for the 2012 100 Cars for Good Program

Beginning March 12, 2012, registered 501(c)(3) nonprofit organizations can apply online at <http://www.facebook.com/toyota>. Finalists will be eligible to win one of six Toyota models, including the Camry Hybrid, Highlander, Prius v, Sienna minivan, Sienna Mobility or Tundra full-sized pickup truck. A six-year, 100,000-mile powertrain warranty will also be provided for each vehicle, compliments of Toyota Financial

Services.

The 100 Cars for Good application process will last for two weeks, or until 5,000 applications are received. Of these, 500 finalists will be selected and then certified by an independent panel of judges who are experts in the fields of philanthropy and social responsibility. Each finalist can then submit a video that will be featured on the Toyota 100 Cars site explaining how a new vehicle would help support its work. In addition, Toyota will be providing each of the finalists with communications and social media tools and training to assist their efforts to raise awareness for their organization.

Public voting will begin in May, with the exact date to be announced later, and will continue for 100 consecutive days. Each day, five organizations will be profiled at <http://www.facebook.com/toyota> and participants may vote for the charity they feel is most deserving of a vehicle.

The four runners up every day will each be awarded a \$1,000 grant from Toyota.

100 Cars for Good is the first Toyota initiative that engages the public to determine how corporate philanthropic donations will be awarded. To learn more please, visit [www.facebook.com/toyota](http://www.facebook.com/toyota).