

Toyota and Wyland Foundation Partner to Encourage Resource Conservation Throughout Earth Month

March 30, 2012

TORRANCE, Calif. (March 30, 2012) – Toyota kicks off Earth Month by expanding its partnership with the Wyland Foundation to encourage residents nationwide to preserve our natural resources by taking an online pledge to conserve water. Toyota's support of the Wyland Foundation, a non-profit founded by renowned environmental, marine artist Wyland, is part of the automobile company's long-standing commitment to sustainability and environmental stewardship.

This year, Toyota will support the Wyland Foundation to celebrate the 40th anniversary of the Clean Water Act as the organization hosts the National Mayor's Challenge for Water Conservation, March 30 – April 30. With support from the Environmental Protection Agency (EPA), the campaign challenges mayors nationwide to inspire their residents to conserve natural resources by taking a free, online pledge to save water. Participants in the city that registers the most pledges within the Challenge dates will be eligible to win a variety of prizes, including the new Toyota Prius c, which has an EPA-estimated city fuel economy rating of 53 miles per gallon. To take the free online pledge, visit www.mywaterpledge.com.

"An integral part of Toyota's commitment to sustainability is building strategic partnerships with organizations such as the Wyland Foundation, which for years has been running innovative programs that focus on environmental education," said Michael Rouse, vice president of philanthropy and community affairs for Toyota Motor Sales, U.S.A. "Both Toyota and the Wyland Foundation are passionate about educating and inspiring people of all ages about the importance of environmental stewardship. We hope that the possibility of winning a new Prius c Hybrid vehicle will motivate even more people to get involved."

"With a shared goal of promoting environmental stewardship, we are excited to continue working with Toyota on our Earth Month initiatives," said artist Wyland. "With great support from partners like Toyota, we are able to expand the Mayor's Challenge to even more cities this year, and generate awareness about the importance of conservation to protect our environment both for today and the future."

This year also marks the second anniversary of Toyota and Wyland's Earth Month Heroes, a Southern California program that recognizes 30 exemplary citizens who find ground-breaking ways to work toward sustaining a healthy planet. The Wyland Foundation, Toyota and regional broadcast partner KCBS / KCAL will make donations of \$250 on behalf of the Earth Month Heroes to deserving organizations in Southern California, with a \$1,000 grand prize donation, to support local conservation efforts. For the full list of Earth Month Heroes, visit www.wylandfoundation.org, starting April 1.

To kick off both the National Mayor's Challenge for Water Conservation and Earth Month Heroes program, the Wyland Foundation and Toyota will host an event on March 30 at The Americana Brand in Glendale, Calif. with environmental artist, Wyland. Open to the public, Wyland will paint a marine life mural with attendees that will later be displayed in Anthropologie at The Americana. Additional support was provided by the U.S. Forest Service, National Oceanic and Atmospheric Administration (NOAA), Waterpik, Rain Bird, Lowe's and Sterling Plumbing.

In addition to its support of the Wyland Foundation, Toyota engages the public through a variety of environmental initiatives and activities as part of the company's commitment to impactful environmental stewardship. One of Toyota's key environmental initiatives is TogetherGreen™, a five-year program funded by a \$20 million Toyota grant to the National Audubon Society that aims to inspire people to take action to improve the health of the environment. For the past 14 years Toyota has also partnered with the National Environmental and Education Foundation (NEEF) to support National Public Lands Day (NPLD), held annually in September, and is the largest, hands-on volunteer event to improve and enhance public lands. Recently the partnership expanded to include "Every Day" grants to community-based organizations.

The all-new Prius c is designed to function as an urban-friendly vehicle with an engaging driving experience and hatchback utility. With a city fuel economy rating of 53 mpg, Prius c offers the highest city mpg rating of any vehicle without a plug. The Prius c joins the Prius Family, which includes the third generation Prius Liftback, the versatile new Prius v and the Prius Plug-in Hybrid, which will debut in early 2012.