

Toyota Celebrates Inclusion and Mobility with Special Olympics in Chicago

July 12, 2018

The image shows the Toyota logo, which consists of the word "TOYOTA" in a bold, red, sans-serif font. The logo is centered within a light gray rectangular background.

PLANO, Texas (July 12, 2018) – Toyota is proud to be the Presenting Sponsor for the Special Olympics 2018 Unified Cup in Chicago, July 17-20, 2018. Toyota affiliates have been a regional sponsor of Special Olympics since 1986, and became a worldwide partner in 2017.

To highlight the partnership, the company's commitment to sports, and movement to a mobility company, Toyota will have several activations for attending Unified Cup fans and supporters to visit July 20-21.

Activations will differ slightly based on location (see detailed list at bottom of release), and will include:

#Startyourimpossible photo: Inspired by Toyota's global Start Your Impossible initiative, this photo opportunity gives attendees the chance to share with the world their own "impossible" and take home a keepsake image.

Mobility display: Learn more about what makes Toyota a mobility company and how it helps people move not only from point A to point B, but also through life.

Human Support Robot (HSR): Learn about the Human Support Robot and how Toyota believes support technology can improve everyday life. Guests will have the opportunity to share with Toyota their own access and mobility needs.

Cheer cards: Attendees can customize cheer cards to support competing athletes and teams.

Highlander Special Olympics pins: Using the interior space of a Hybrid Highlander, guests can customize and create a unique Special Olympics pin to show their support.

Sienna skee ball: Attendees can play a game of skee ball inside a Sienna for fun prizes.

Prize wheel: Guests can take a spin at winning Toyota-branded prizes to take home.

Activation schedule:

- **Friday, July 20th, 3 pm-8 pm CDT, Toyota Park** (*Start Your Impossible photo, cheer cards, Highlander Special Olympics pins, Sienna skee ball, HSR, and mobility display*)
- **Saturday, July 21st, 1 pm- 7 pm CDT, Soldier Field** (*Start Your Impossible photo, Highlander Special Olympics pin, mobility display, HSR, Sienna skee ball*)
- **Saturday, July 21st, 7 pm – 11 pm CDT, Huntington Bank Pavilion** (*Start Your Impossible photo, mobility display, Highlander Special Olympics pins, prize wheel, cheer cards*)