

Toyota and Broccoli City to Discuss Environmental Gentrification and its Impact on African-American Communities

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PLANO, Texas (April 23, 2018) – The Toyota Green Initiative (TGI) will be at the pulse of one of the country’s most eco-conscientious, vibrant and well-attended green festivals, Broccoli City. Moderated by actress Amanda Seales of HBO’s *Insecure*, the brand will host a panel discussion on Environmental Gentrification, with panelists Grace Mahary (Project Tsehigh), Laz Alonso (Actor, Toyota Green Coalition Member), Kerene Tayloe (Green 4 All) and LaTricea Adams (Black Millennials for Flint) during the Fourth Annual Broccoli City Festival in Washington, D.C. The panel will take place on Thursday, April 26 at the Google office in Washington, D.C.

From the booming solar industry to the fight for climate change, the movement for greener cities continues to be at the forefront of Millennials’ conversation and activism. As cities learn to adapt to their new economic and demographic realities, equitable economic and environmental development policies are an important ingredient in a larger strategy to ensure that all citizens and neighborhoods benefit from change and growth and have a stake in the future of their communities.

Taking a pause from music and art, a conversation on this environmental gentrification topic will take centerstage during a festival that received a humble start as a platform to simply elevate dialogue on sustainability in the historic Congress Heights Neighborhood. In partnership with brands like Toyota, it has evolved into a high-energy, influential gathering of urban Millennials from around the world.

The featured session will examine how urban sustainability initiatives can unintentionally contribute to driving up rents and driving out residents in underserved communities. The panel of green experts, public officials, and activists will examine this growing link between environmental improvement and social displacement, and ask, will this “green wave” benefit all and what will it mean to include affordable housing and equity within sustainability efforts.

Working to “redefine the cool” towards people being active and engaged participants in their community, festival organizers use Broccoli City to create a culture that celebrates and rewards individuals who are doing the work to make their communities healthier. The Toyota Green Initiative, developed by Toyota in 2008, has been a catalyst for promoting sustainability and community service across the country. The continued partnership between Toyota and Broccoli City has created a unique synergy to empower young African-Americans to be change-makers and good stewards.

“We know we are making connections that count when we engage with the audience at the Broccoli City Festival. These are young people who are the faces of progress, participate in the conversation and lead the work. Toyota is proud to support them through this unique event,” says Alva Adams-Mason, national manager, Toyota diversity dealer relations. “We look forward to participating in the dialogue on environmental gentrification with such aware and active change agents from around the country.”

To keep up with all of the TGI action at the Broccoli City Festival, follow #ToyotaGreen.