

# Toyota Kicks Off Detroit Auto Show with Its "Walk In My Boots" Community Outreach Program By Helping Local Families In Need

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DETROIT, Jan. 13, 2018 – For the seventh consecutive year, while showcasing new vehicles at the North American International Auto Show, Toyota Motor North America stepped in to protect Detroit area homeless and low-income families from the cold. By donating BOGS winter boots, guaranteed to weather harsh conditions, and Smartwool socks, the official sock of the U.S. Ski and Snowboard teams, the “Toyota Walk in My Boots” community outreach project helped more than 150 residents of The Salvation Army Detroit Harbor Light/Booth Family Shelter, a homeless shelter for primarily women and single mothers and their children. Local families in the community also received donations.

Without adequate clothing, low-income families and people experiencing homelessness have a much higher risk than the general population of developing exposure-related conditions such as hypothermia and frostbite. “With the need greater than ever because of the extreme cold winter months this year, we are truly grateful to have support from good corporate citizens like Toyota, who are ‘Doing the Most Good’ by raising awareness of our mission to feed, shelter and clothe those who are less fortunate,” said Lt. Colonel John Turner, divisional commander, The Salvation Army of Eastern Michigan.

The Salvation Army Detroit Harbor Light/Booth Family Shelter in Detroit provides residents with emergency shelter for up to 90 days for single women and single mothers and their children who have become victims of unfortunate life circumstances such as house fire, job loss, foreclosure or domestic violence. Through the shelter they can receive emergency assistance, case management and pastoral care and worship and special services such as utility assistance, down payment assistance toward first month’s rent, food and clothing assistance.

“At Toyota, we want to build more than just great cars and trucks,” said Al Smith, group vice president and chief social innovation officer, Toyota Motor North America, Inc. “We believe furthering the success of our communities is key to our success. We want the work that is being done at The Salvation Army Harbor Light/Booth Family Shelter to continue for years to come. And, we hope that our donation of winter boots and socks to the families will help to enrich their lives, one step at a time.”

While many programs offer winter coat, hat and glove giveaways, a person’s feet are often left vulnerable to freezing temperatures and even frostbite. The timing of the winter boots and socks giveaway was a comfort to many as freezing temperatures hit Michigan in the recent weeks.

Greg Jackson, owner, Prestige Warren Toyota encouraged the families, “Don’t discouraged by where you are right now. Surround your children with love, no matter what.” Meanwhile, Ronnie McNeir of The Four Tops, who sang at the event, said, “Get up early, get out and do what you need to do to take care of your children.” Munson Steed, CEO, Steed Media Group, publisher of Rolling Out, and author of a new coloring book geared toward African American children, personally signed a book for each child at the event.

In addition, Toyota donated \$15,000 to The Salvation Army Harbor Light/Booth Family Shelter, enabling the organization to continue to provide refuge for children and families in times of crisis. Toyota has donated over 1,200 pairs of winter boots and contributed nearly \$100,000 in cash just in Detroit alone. Donations are also made in Chicago, Washington DC, Baltimore, Harrisburg, Pennsylvania.