

Toyota Strengthens Its Commitment to Music Discovery with Donation of \$75,000 to Music Will

December 11, 2025

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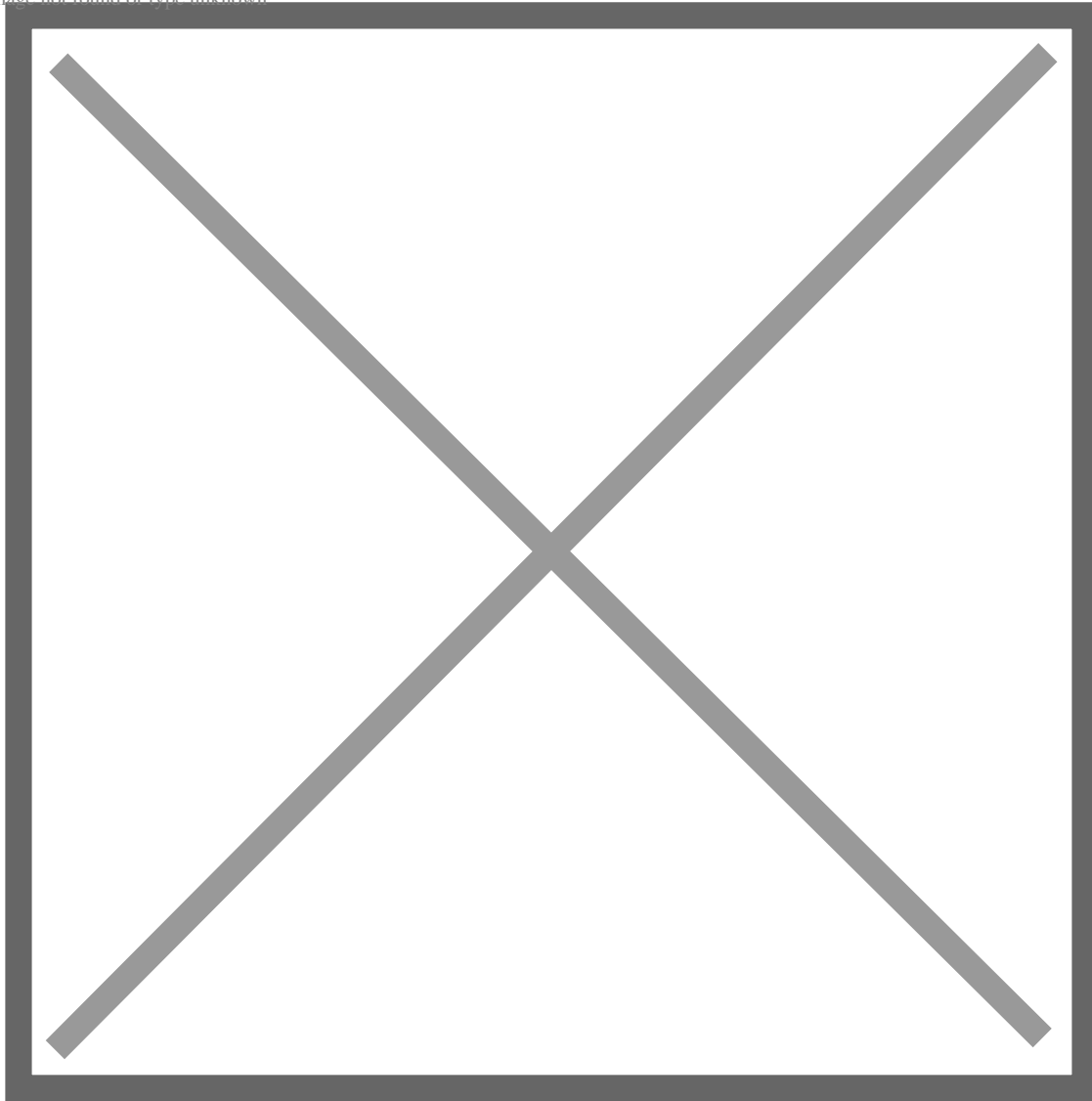
PLANO, Texas (Dec. 11, 2025) – Music has the power to transform lives, providing young people with inspiration to create and thrive. That’s where music education and programs play a critical role for young people in diverse communities.

Toyota recently partnered with nonprofit, Music Will, the largest nonprofit music program in the U.S., and made a donation of \$75,000 to further support their commitment to aspiring young artists. The organization delivers hands-on, culturally responsive music education to more than 1,000,000 students in thousands of public schools nationwide.

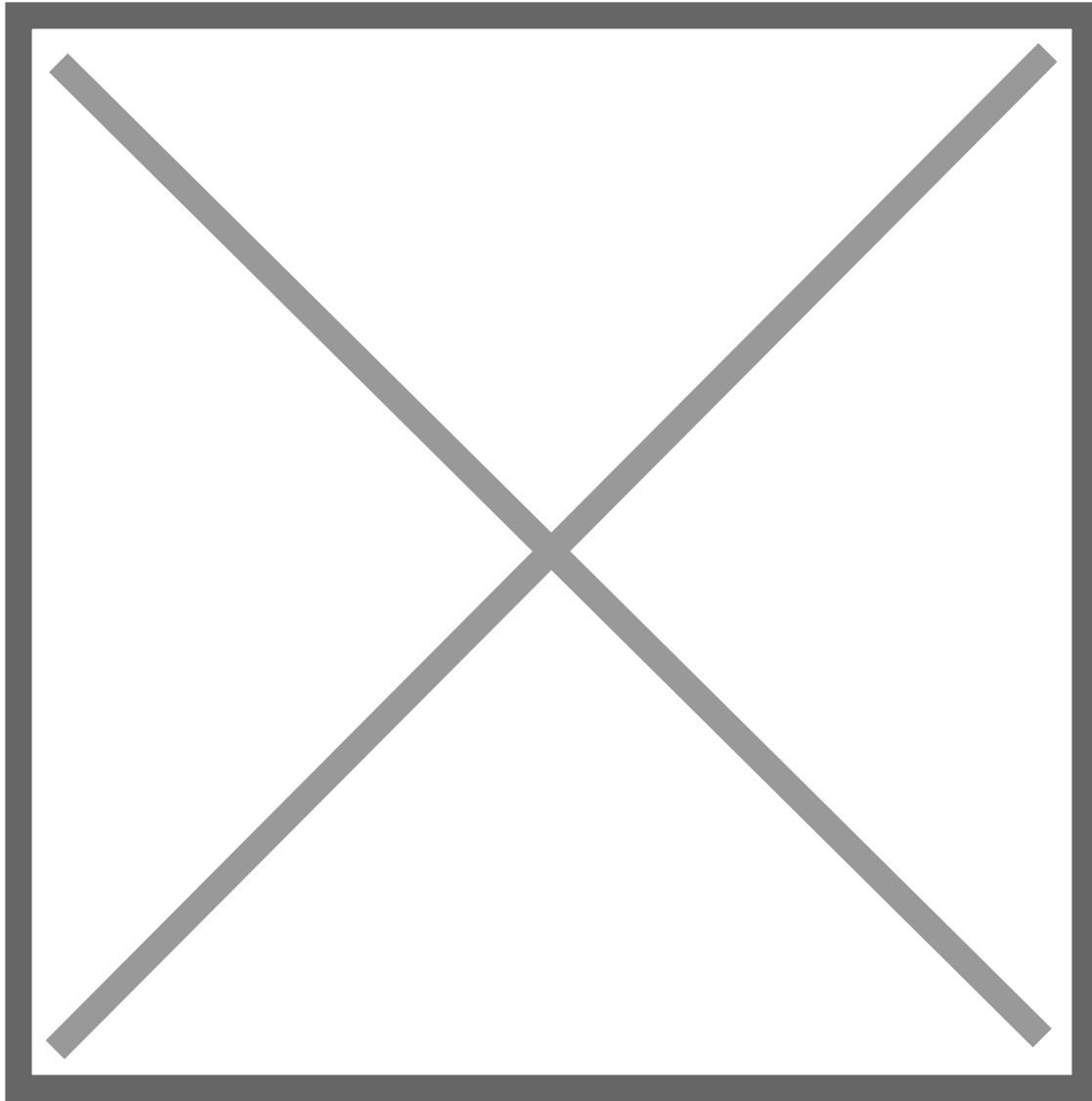
“It’s been a pleasure working and connecting with students through music, which is a universal connector,” shared Kaitlin Marie Pennell, Sr. Analyst, Toyota. “Supporting emerging artists has been part of what Toyota has been doing for so many years, and it’s exciting when we see it come to life through partnerships with rising artists like ELA Taubert and through our work with festival partners that provided great real-life experiences for students from Music Will who took part in these opportunities.”

The partnership with Music Will took students from the classroom to immersive performances at festivals and a live concert. Participating students performed at two Toyota sponsored festivals including ONE Musicfest in Atlanta, Georgia and Camp Flog Gnaw Carnival in Los Angeles, California. In addition, students from Verdugo Hills High School had a chance to meet and chat with rising Latin GRAMMY winning artist, ELA Taubert, who shared her musical journey with them in addition to giving them a behind the scenes look at her concert in Los Angeles.

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“We’re so grateful to Toyota for investing in our mission and giving kids an experience of a lifetime,” said Janice Polizzotto, Chief Growth Officer, Music Will. “We’re incredibly proud of our students and teachers who continue to inspire us with their creativity, confidence, and ambition. These young musicians are a glimpse of the rising artists shaping the future – and it’s exciting to know Toyota is helping support that next generation. We can’t wait to see what grows from this new partnership and the possibilities ahead.”



Toyota continues to champion music discovery by sponsoring festivals and supporting emerging artists. By working with festivals like ONE Musicfest, Camp Flog Gnaw Carnival and sponsoring rising talent like ELA Taubert on her musical journey, these efforts help continue forging positive and impactful connections through music for fans and artists.