Toyota Joins Epic Cross-Country Convoy on a Mission to Rescue Beagles

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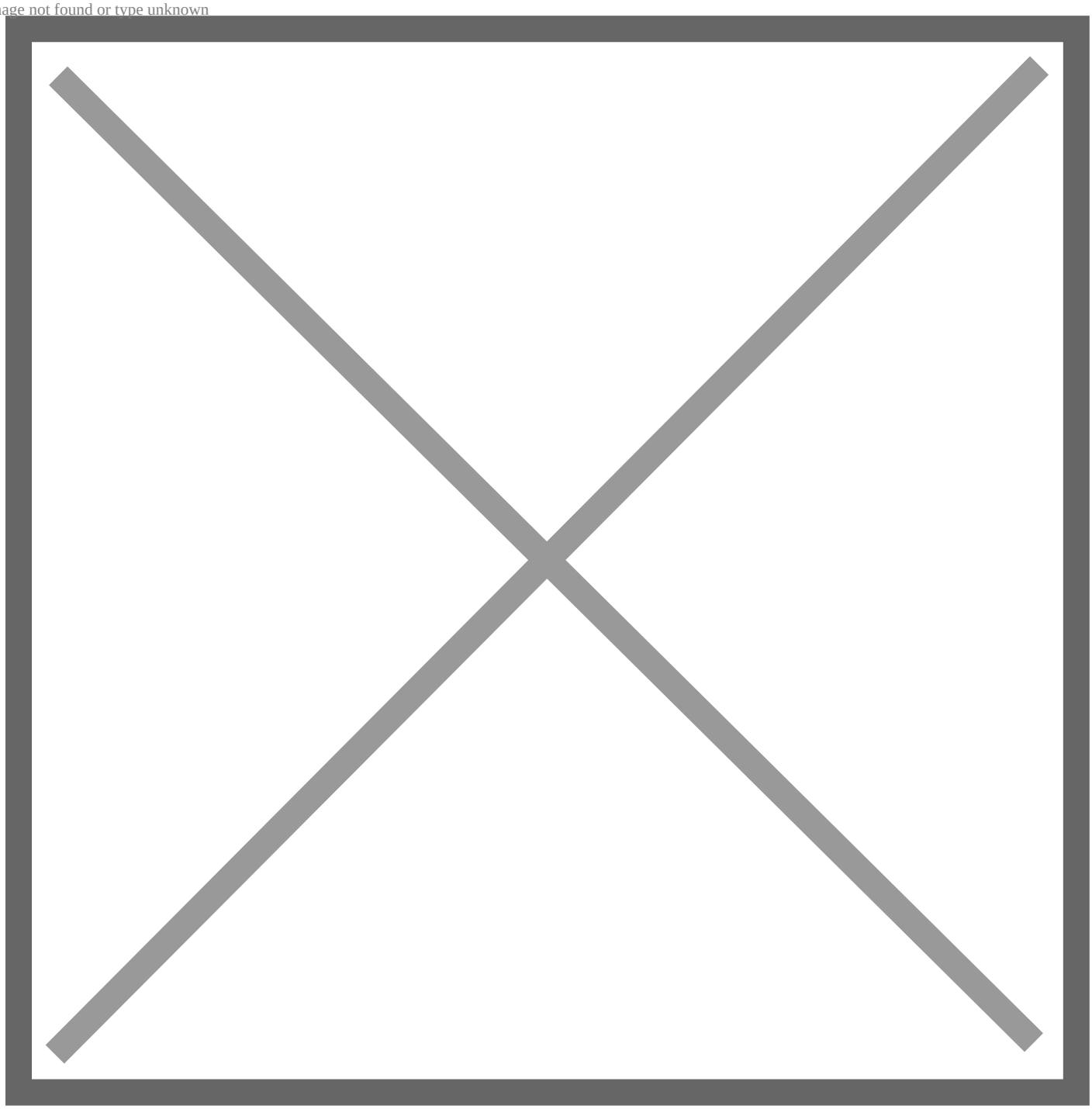
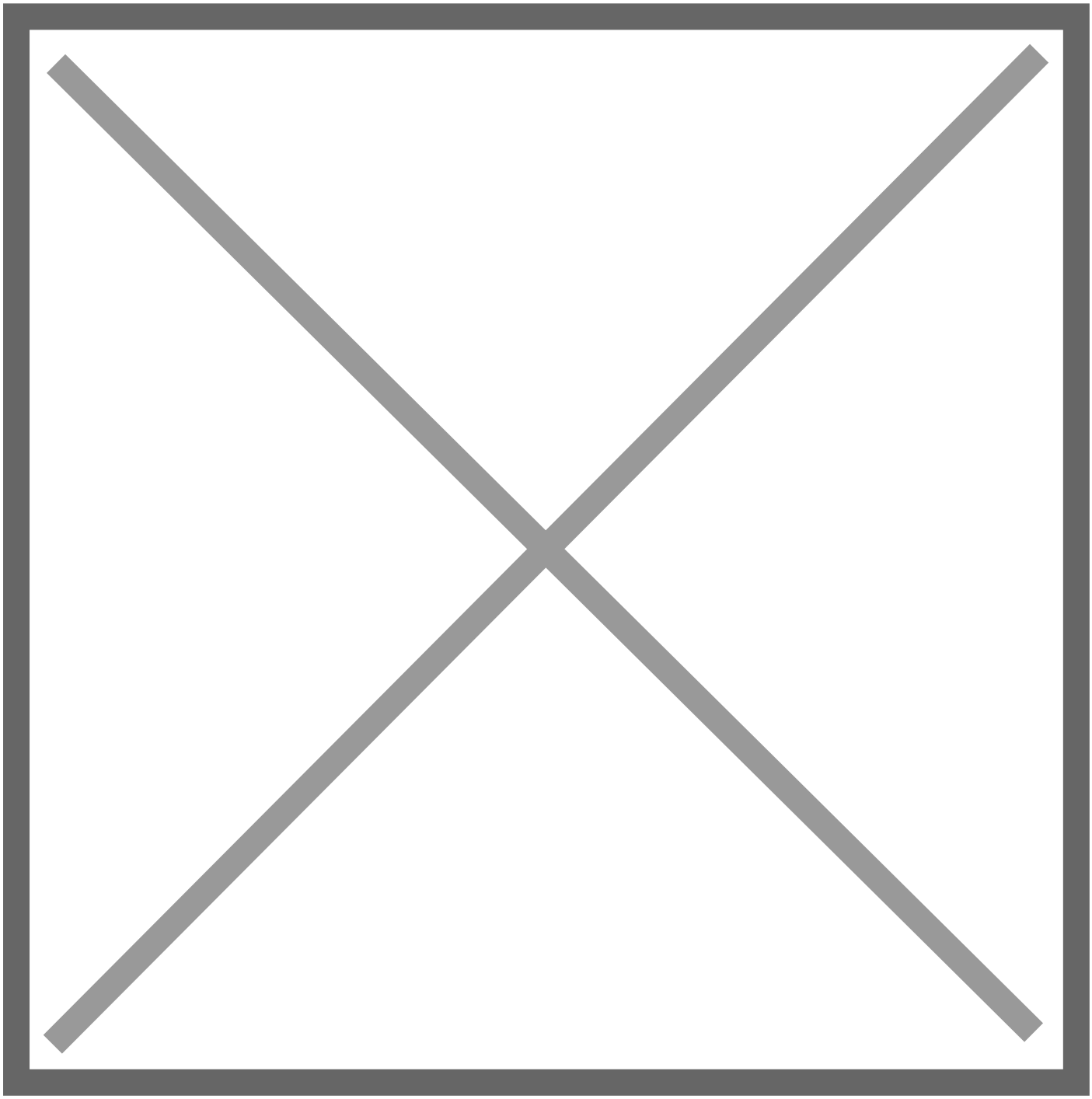


What’s the best way to transport 20 beagles across the country? In a Toyota Sienna, of course!

In an inspiring partnership with Operation Frodo, Toyota joined forces with other automakers on a heroic cross-country mission to rescue and rehome two dozen precious pups. The journey began in Omaha, Nebraska, and ended in Portland, Oregon, with every mile fueled by compassion and teamwork.

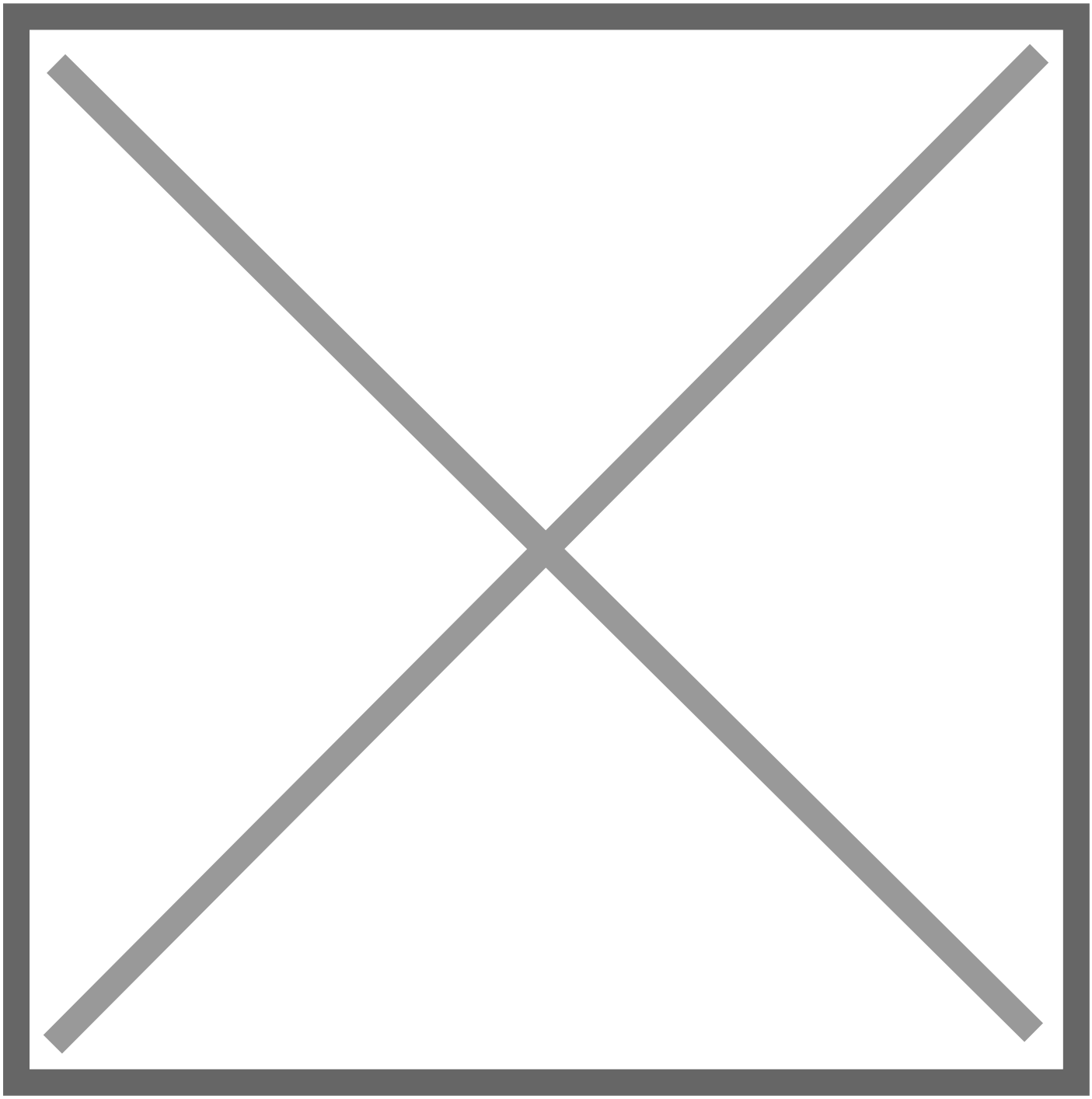
Operation Frodo, launched in 2024 as part of Animal Rescue Rigs, was named after one of the first dogs saved. Their mission? Transport 20 beagles safely across the country — a challenge that called for the perfect vehicle.

After careful consideration of features like low step-in height, wide passenger doors and flat load floors, the Toyota Sienna Woodland was the clear choice.



The Perfect Vehicle — The Toyota Sienna Woodland used for a cross-country road trip with Operation Frodo, helping to rehome 20 beagles.

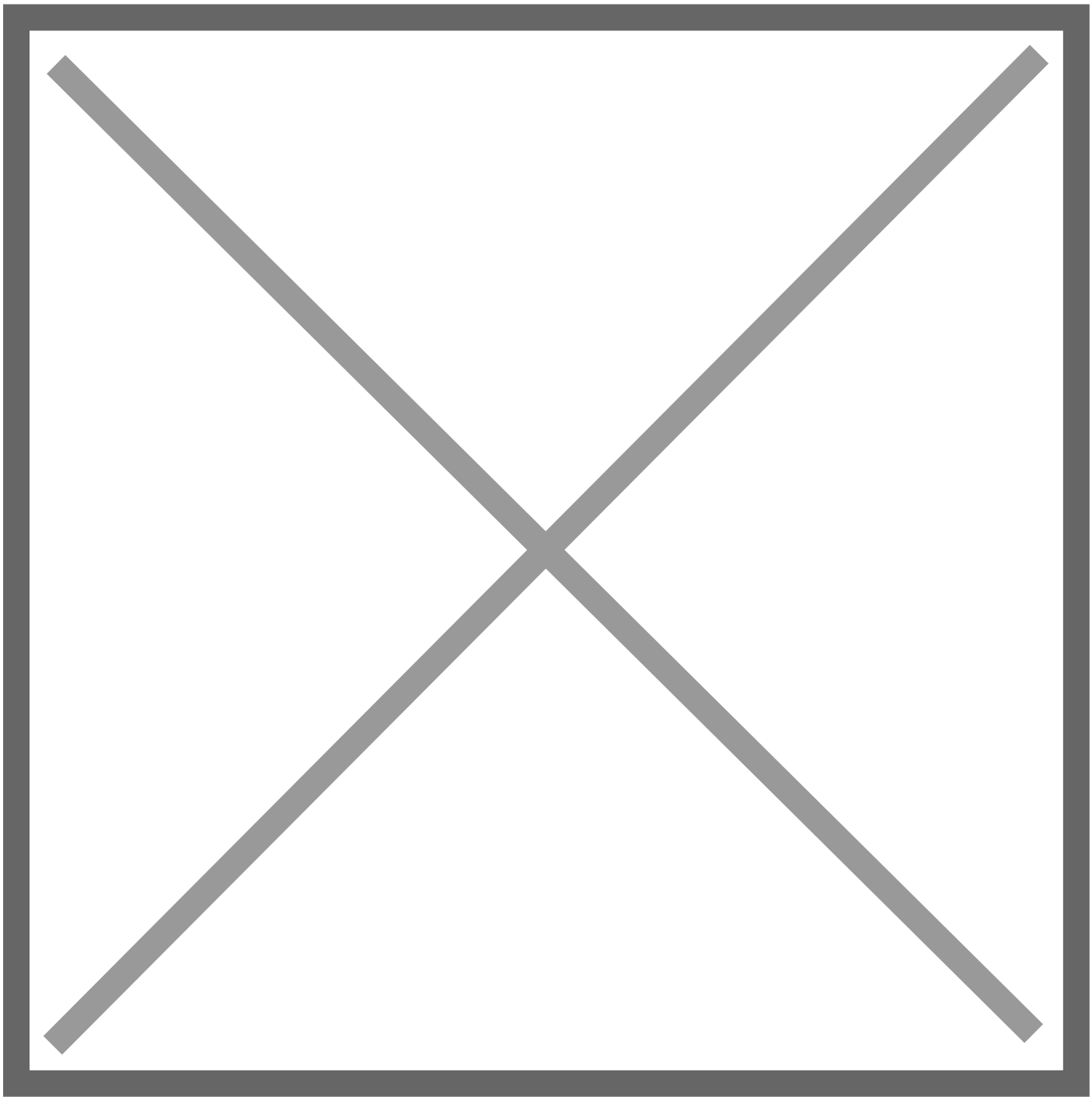
“This was not about trim levels or brand storytelling; it was about results,” said Nik Miles, founder of Operation Frodo. “Minivans once again proved irreplaceable. Their low floors and open interiors make them ideal for transporting animals safely and efficiently. Marketing departments have spent years trying to make minivans cool again. Rescue work never stopped needing them.”



The Cutest Mission — Cora's puppies were taken across the country from Nebraska to Oregon to be adopted into new homes.

Toyota donated $6,000 along with Toyota-branded dog items to Operation Frodo. Jennifer Greenfelder, a corporate communications senior analyst with Toyota's Midwest Region, got the chance to help transfer the canines by driving the Sienna.

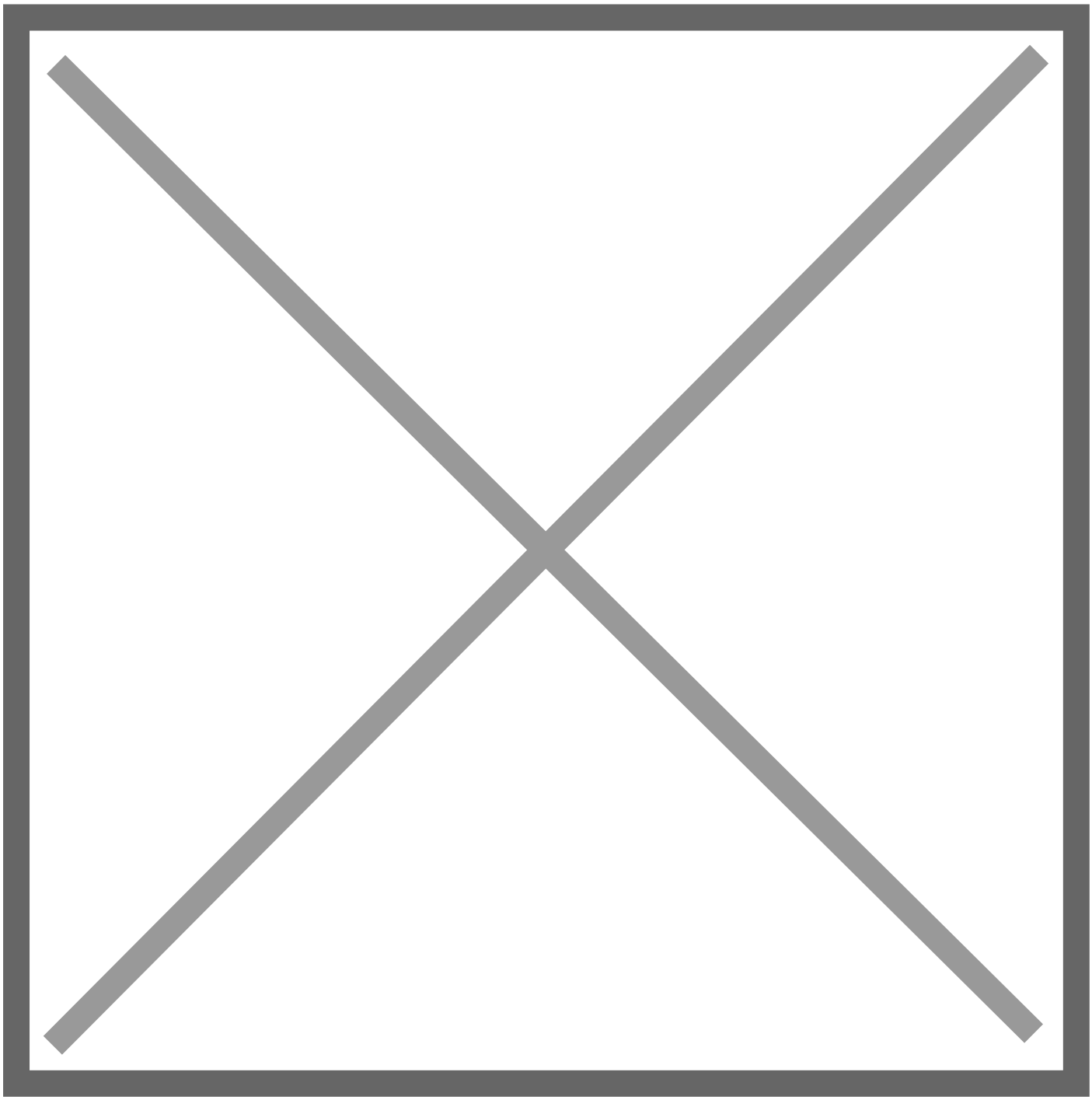
Many of the dogs, Greenfelder said, had inspiring stories. Some were abandoned, lost their owners or were given up because they were “too much to handle.” She spoke about her experience, saying it was the most heartbreaking and heartwarming experience she’s had.



Dog Lovers — Volunteers from Operation Frodo, Greenfelder and automotive journalists pose in front of the vehicles outside a PetSmart store in Omaha, Nebraska where the mission began. They were about to head out on a 2,000-mile journey to rescue 20 beagles.

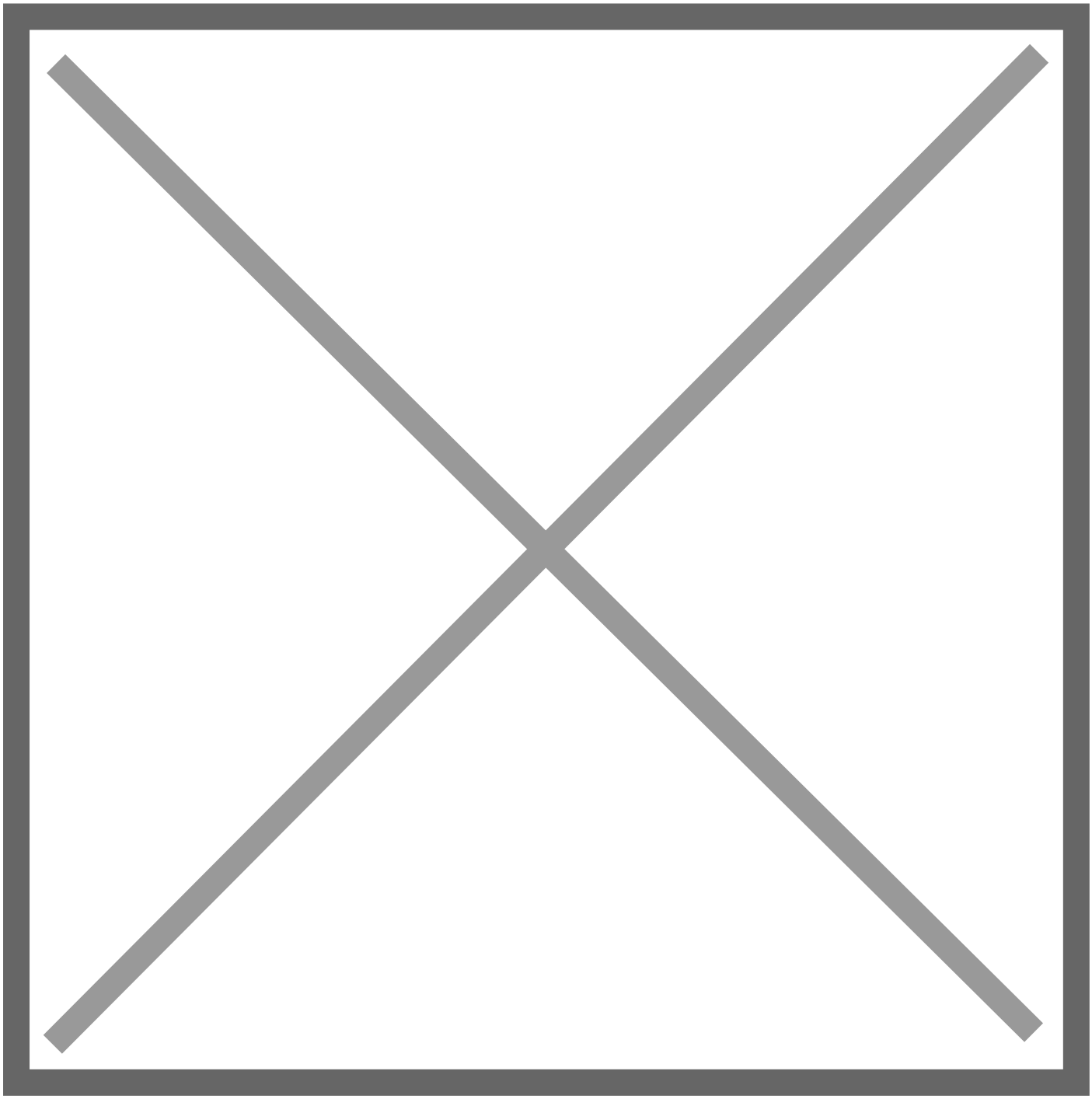
Greenfelder was paired up with Cora, a beagle mix who had seven puppies also making the trip.

“We were each charged with one dog to take care of,” she said. “This included driving them, walking, playing, feeding and keeping them overnight in our hotel room. Cora was the sweetest. In the short time I had her, we bonded. I loved her so much and was devastated to leave her.”



Best Friends — Jennifer Greenfelder, a corporate communications senior analyst in Toyota's Midwest Region, helped transport Cora and several other dogs and puppies from Nebraska to Oregon in a Toyota Sienna Woodland. Greenfelder says she and Cora bonded over the trip.

Cora was recently adopted into her forever home. Other dogs on the trip found homes in Denver, Oregon or foster homes expecting to be adopted soon.



A Feel-Good Journey — Greenfelder poses in the back of the Sienna with another dog, Bentley, that was along for the cross-country rescue mission.