

Learning on the Fly: Toyota Mississippi and YMCA Drive Hands-On Learning

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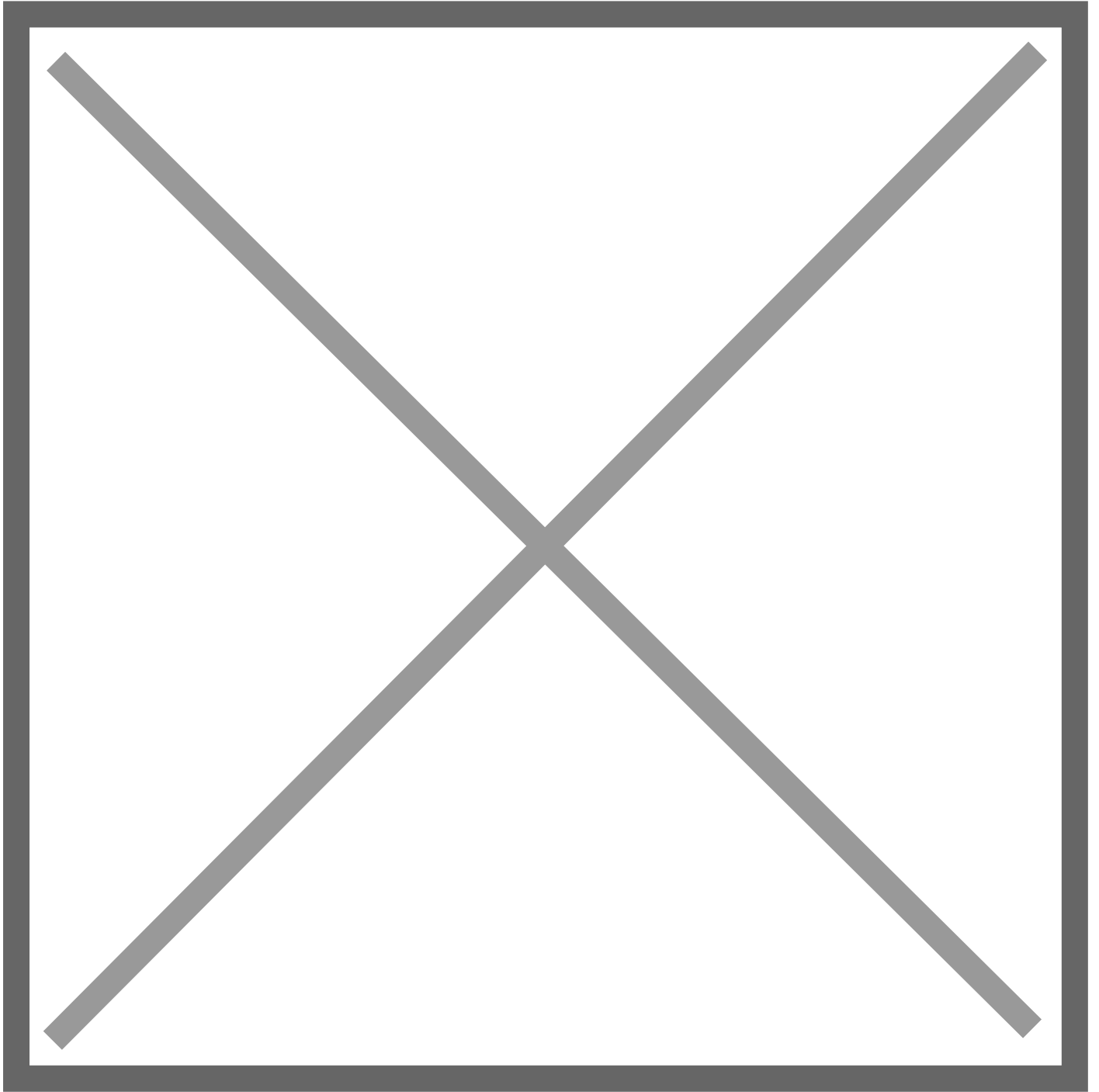


Some of the best lessons happen mid-laugh, alongside friends, where play and purpose go hand in hand.

That's what happened when [Toyota Mississippi](#) teamed up with the YMCA of Memphis and the Mid-South to bring its "Y on the Fly" program to four Lee County elementary schools, reaching 525 fourth-grade students.

The mobile outreach initiative brings the YMCA's core mission — youth development, healthy living and social responsibility — directly to local students.

"Giving students hands-on learning experiences helps them build important skills for the future," said Tiffannie Hedin, Toyota Mississippi corporate communications manager. "We're excited to partner with the YMCA to challenge how students think and learn while bringing the Y's household name and resources to our community."



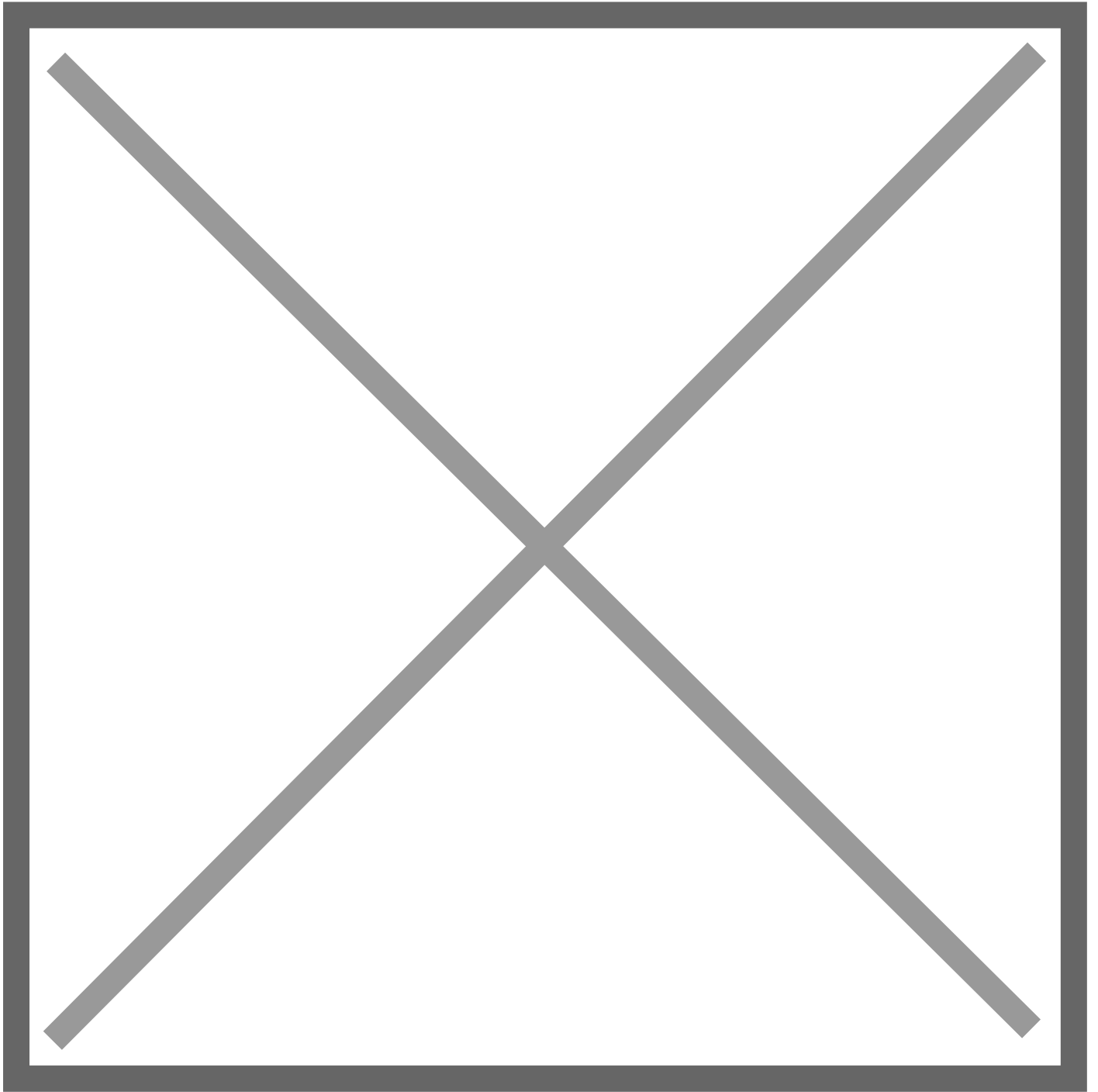
Day of Fun — Toyota Mississippi teamed up with the YMCA of Memphis and the Mid-South to bring its “Y on the Fly” program to four Lee County elementary schools, reaching 525 fourth-grade students.

Students rotated through six interactive stations, including a build-your-own smoothie bike, 3D printing, an immersive virtual reality experience, physical fitness challenges, water safety and drone demonstrations.

Toyota team members joined the fun alongside YMCA staff and students. A fan favorite was the smoothie bike, where students used pedal-powered bikes to blend their own smoothies and then enjoyed the fruits of their labor

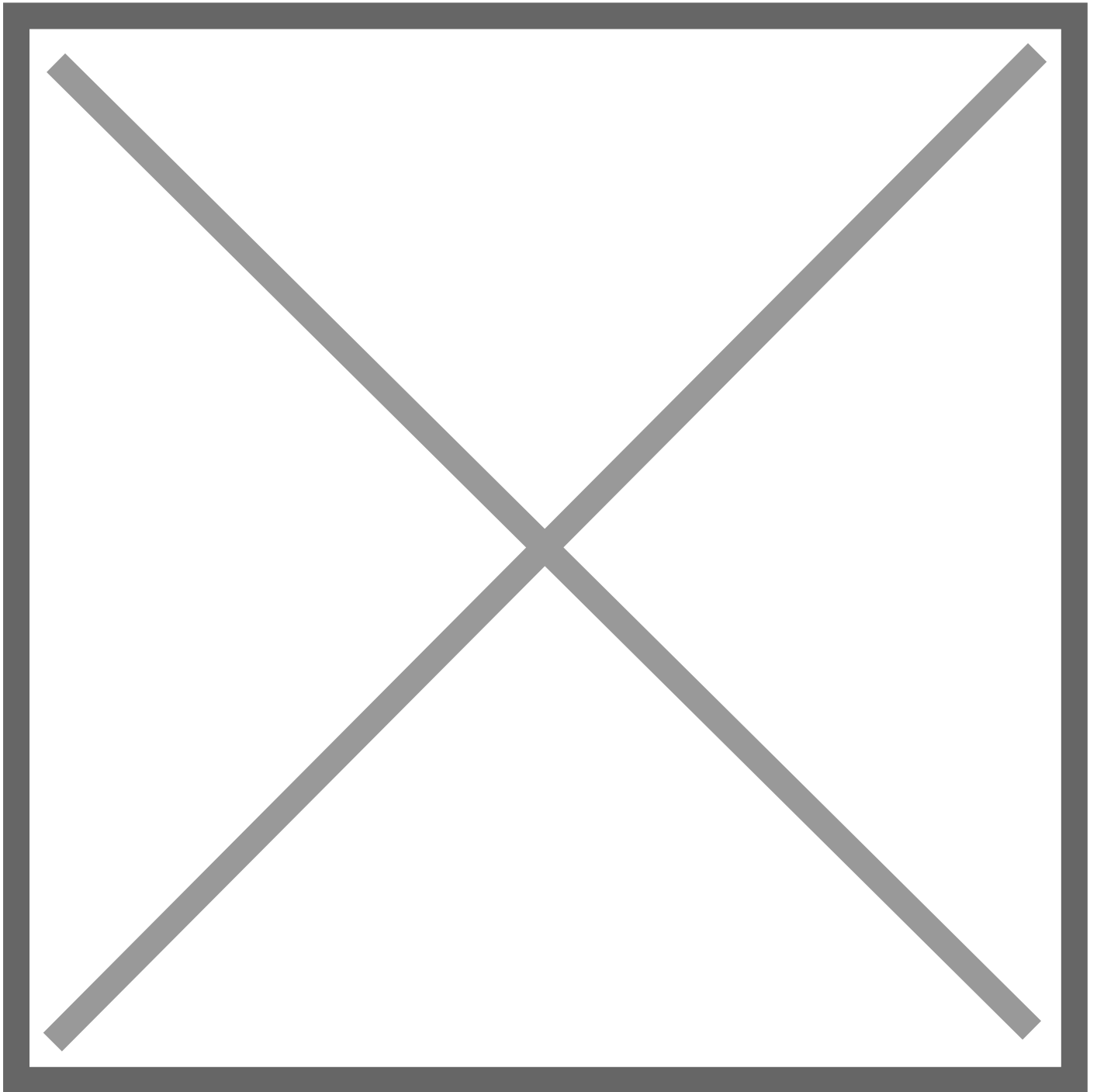
with a delicious drink they made themselves.

The whole day was full of energy as students got moving, tried new things and worked together as a team.



Smooth Ride — A favorite station was the smoothie bike, where students made their own sweet treat using pedal-powered bikes to blend them.

As the day came to an end, each student received a backpack filled with special goodies — such as a cube puzzle, a cup, a frisbee and a free book — to serve as a memorable keepsake.



Collaboration is Key — Toyota Mississippi and the YMCA’s “Y on the Fly” event had students rotate through interactive stations. The mobile outreach initiative brings the YMCA’s core mission — youth development, healthy living and social responsibility — directly to local students.

Toyota Mississippi's collaboration with the YMCA and local schools reflects a shared commitment to removing barriers, improving access and connecting students to meaningful learning opportunities.

More information on the mission can be found [here](#).