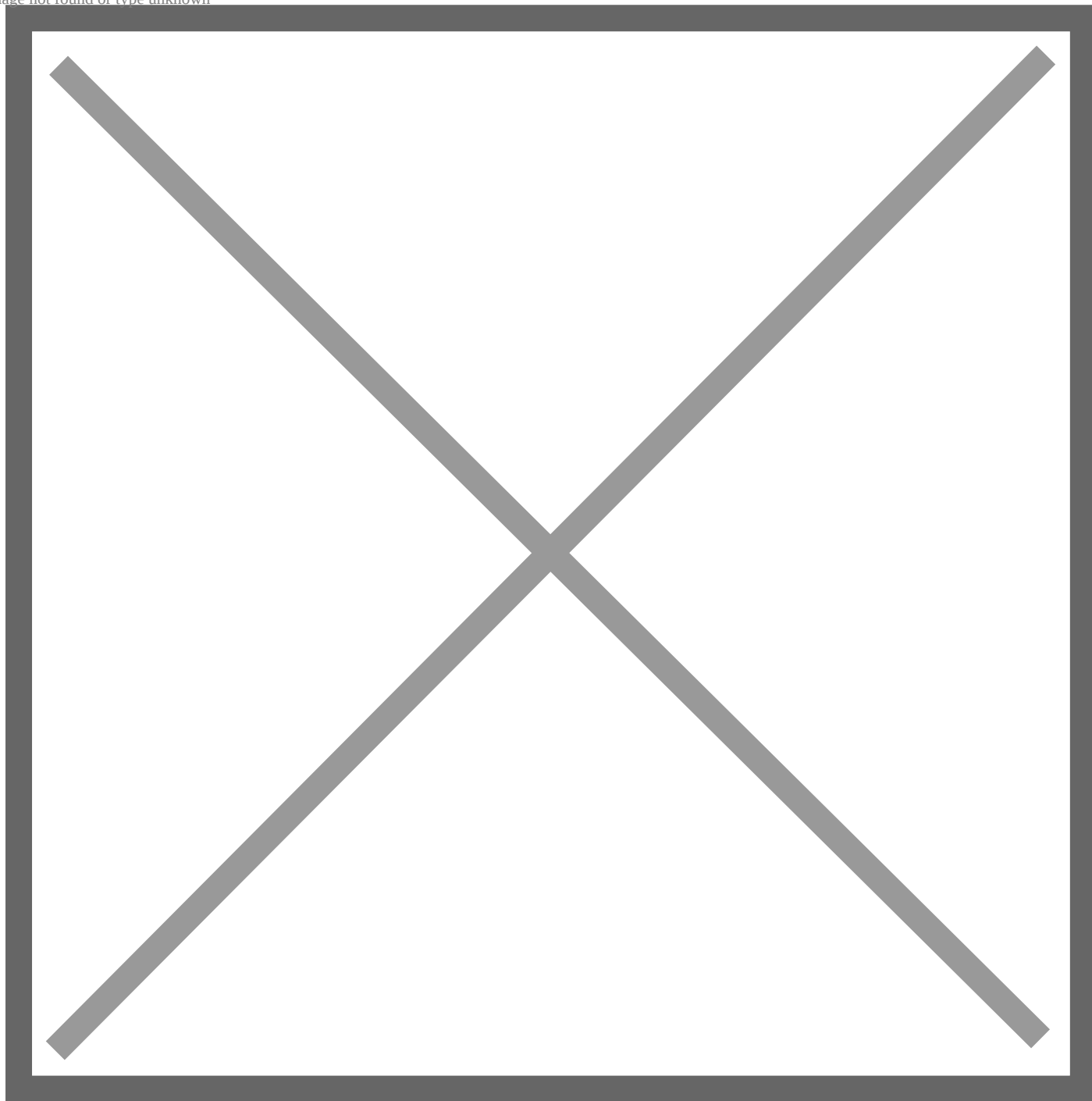


From Classrooms to Festival Stages: Toyota and Music Will Empower the Next Generation of Artists

September 09, 2026

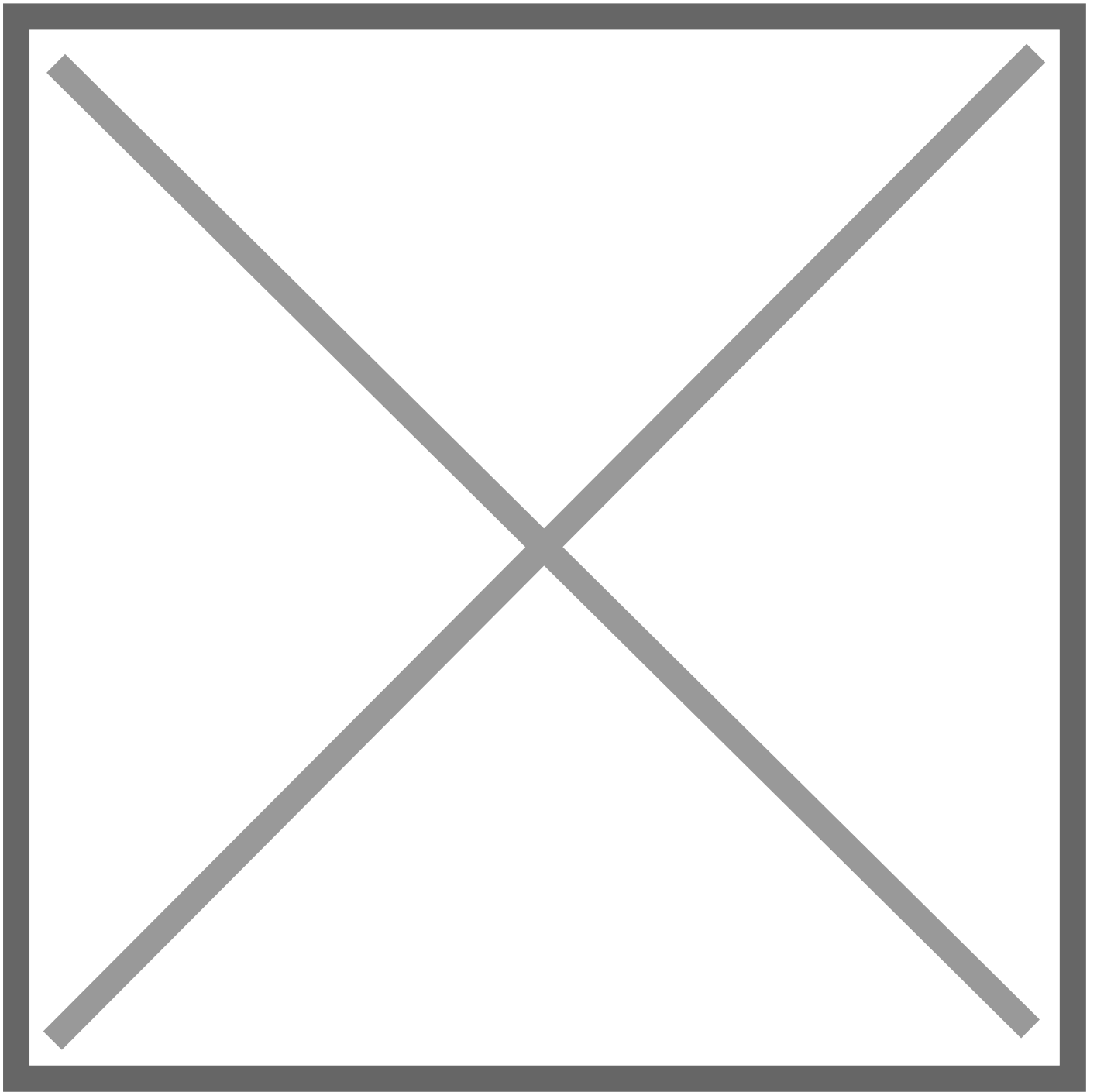
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PLANO, Texas (Sept. 9, 2026) – Music has the power to inspire creativity, build confidence and strengthen communities. Through its continued partnership with **Music Will**, the nation’s largest nonprofit music education program, Toyota is helping bring those opportunities to more students through a \$75,000 donation and a series of unforgettable real-world experiences that connect them beyond the classroom.

This year, Toyota and Music Will partnered through the **Driving Music Forward** initiative, a purpose-driven program designed to support music education, uplift diverse voices and inspire the next generation of artists through authentic, real-world opportunities. The initiative brings together Toyota’s music platform, nonprofit partnerships and festival activations under a unified effort focused on community impact through music.

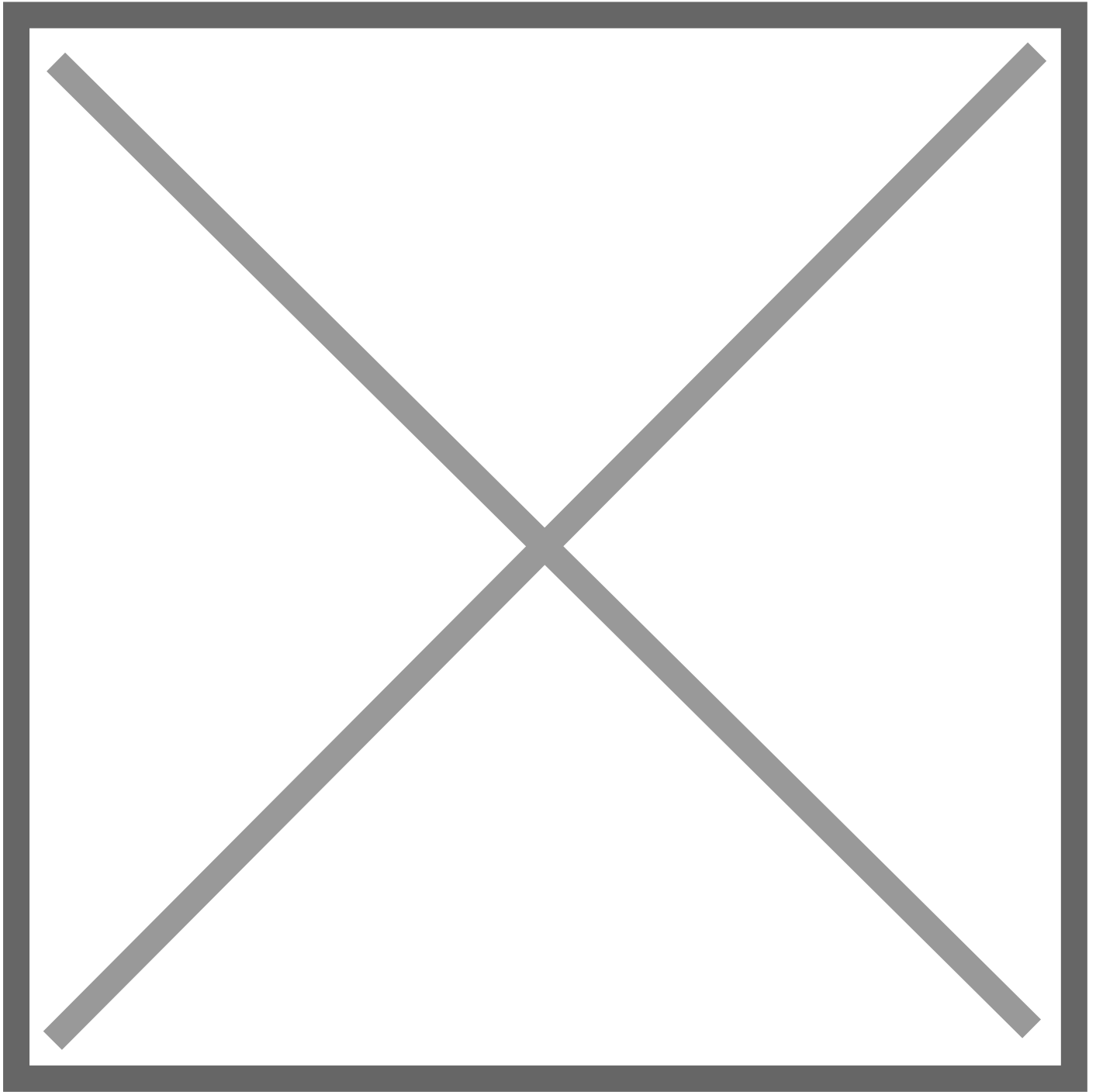
“Organizations like Music Will demonstrate the powerful role music plays in education and community engagement,” said Paul Doleshal, general manager, motorsports and sponsorships, Toyota. “Through this initiative, we’re connecting purpose-driven storytelling with tangible action, creating opportunities that allow students to perform and grow. Whether it’s a classroom experience or a performance on a festival stage, we are proud to support programs that make a measurable difference in young people’s lives.”



The \$75,000 donation will support music education programs in communities connected to Music Will and Toyota’s music activations, helping ensure students have access to the instruments, resources and opportunities needed to develop their talents. Toyota’s partnership with Music Will extends beyond financial support by creating meaningful experiences that help students see what’s possible through music.

“As we enter year two of our partnership, Toyota’s continued commitment is making a profound impact on modern music programs in public school classrooms nationwide,” said Janice Polizzotto, Chief Growth Officer, Music Will. “By pairing this ongoing support with once-in-a-lifetime, real-world festival opportunities, we’re

giving students an unforgettable platform for creativity, confidence, and self-expression. Together, we're helping youth thrive by showing them that their passion and potential truly matter."



Throughout the year, students participating in Music Will programs experienced some of the nation's biggest festivals, performing on the **Toyota Music Den** stage, including **Sueños Music Festival** in Chicago, **Roots Picnic** in Philadelphia, **Lollapalooza** in Chicago and **Head In The Clouds** in Los Angeles. These performances gave students invaluable exposure to live audiences and the unique experience of participating in nationally recognized music festivals.

By providing students the opportunity to showcase their talent, Toyota is helping bridge the gap between education and opportunity while celebrating the cultural expression that music makes possible. The initiative aligns with Toyota's broader commitment to creating positive community impact through programs that empower future generations and foster meaningful connections through shared experiences.