Toyota Invites Adventure Seekers to Celebrate Trucksgiving

November 24, 2026

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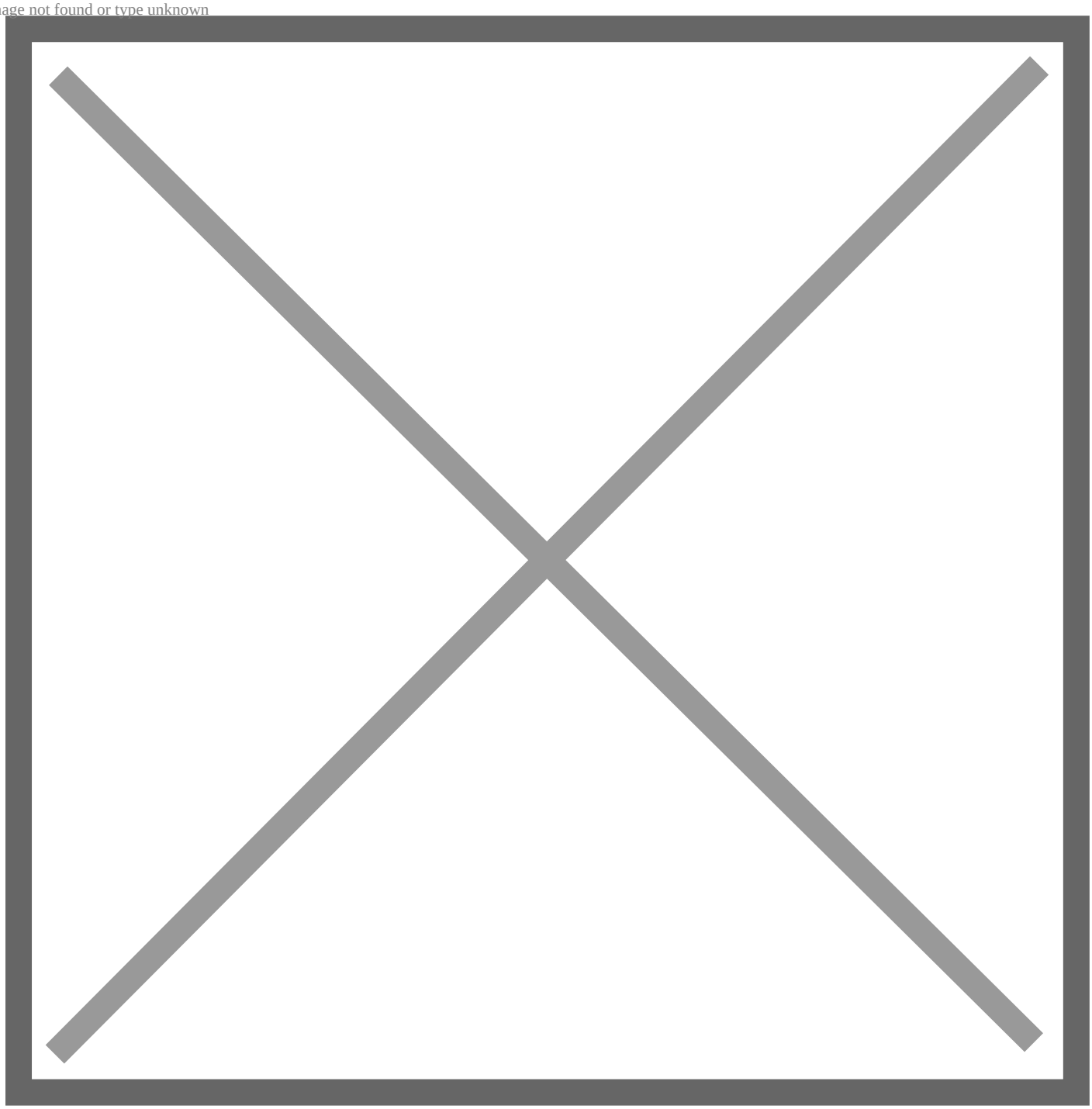

Thanksgiving is typically associated with elaborate meals, formal table settings and gathering indoors with family and friends. But for Adventure Seekers who would rather be outside, Toyota is offering a different way to celebrate: Trucksgiving**.**

First introduced in 2025, this year, Toyota is bringing Trucksgiving to life through a series of celebrations and experiences designed to inspire more people to embrace the outdoors and create traditions that go beyond the dining room.

In Moab, Utah, Toyota is teaming up with onX Trail Creators Delaney Michels, Jon Gangloff and Connor Scalbom to host a Trucksgiving celebration for 100 members of their outdoor community. Chef Eduardo Garcia will prepare a special meal for attendees, bringing together a shared love of adventure, great food and the outdoors.

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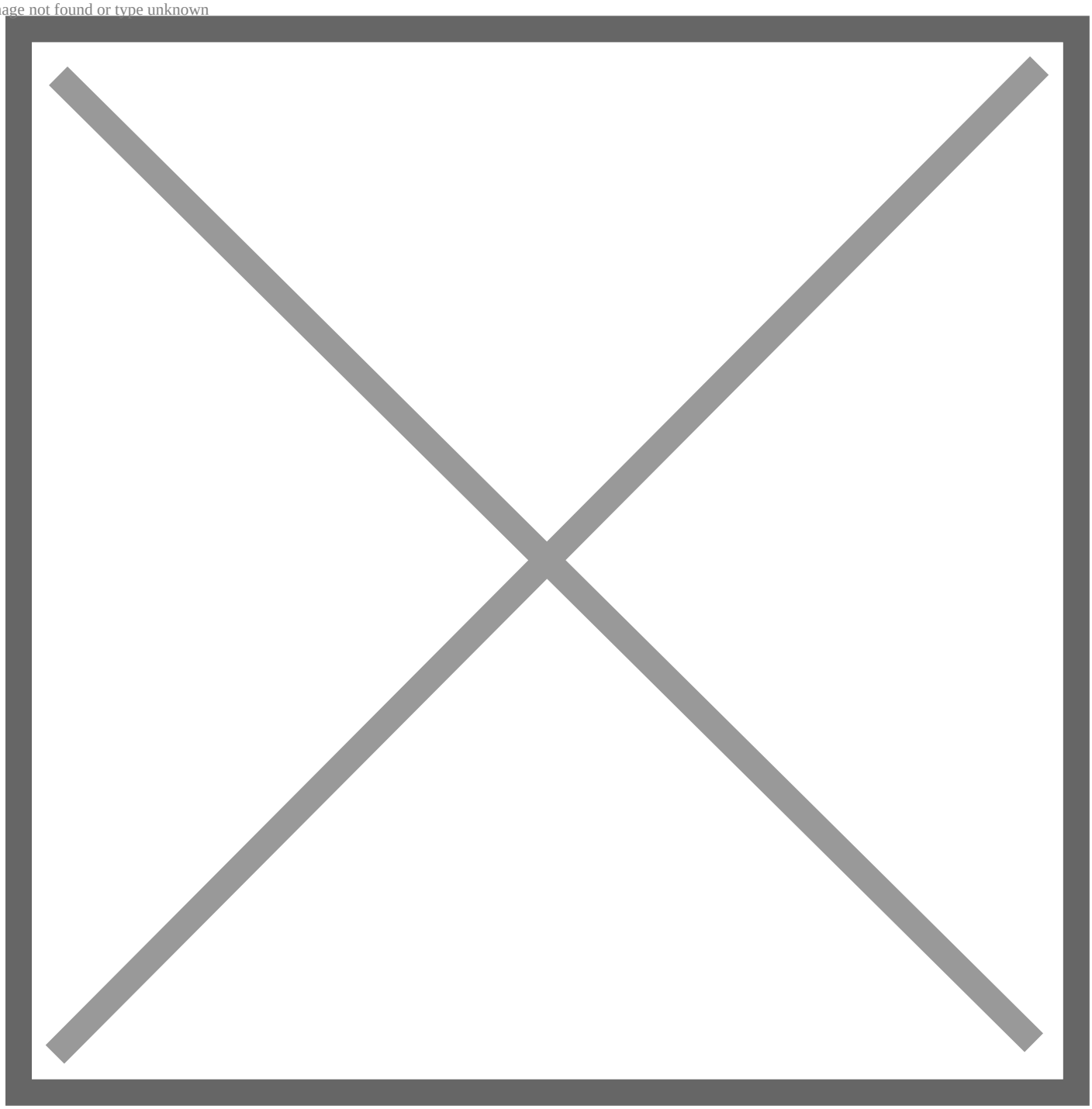

Toyota is also spreading the Trucksgiving spirit by recognizing organizations and nonprofits that help make outdoor adventures possible. Through hosted Trucksgiving celebrations, Toyota will bring meals directly to deserving volunteers and organizations, giving them an opportunity to gather, celebrate and enjoy a well-earned break while raising awareness for the important work they do. Participating organizations include the Appalachian Mountain Club, Palisades Ski Patrol, G5 Trail Collective, Continental Divide Trail Coalition and Teton County Search & Rescue.

And for those inspired to host their own Trucksgiving, there’s no one-size-fits-all approach. It starts with finding a destination worth the journey, whether that’s a remote campsite, a scenic mountain overlook or a favorite off-the-beaten-path location. Next comes the feast, from campfire cooking to Thanksgiving favorites packed for the road, with a Toyota truck helping bring along everything needed for an outdoor celebration.

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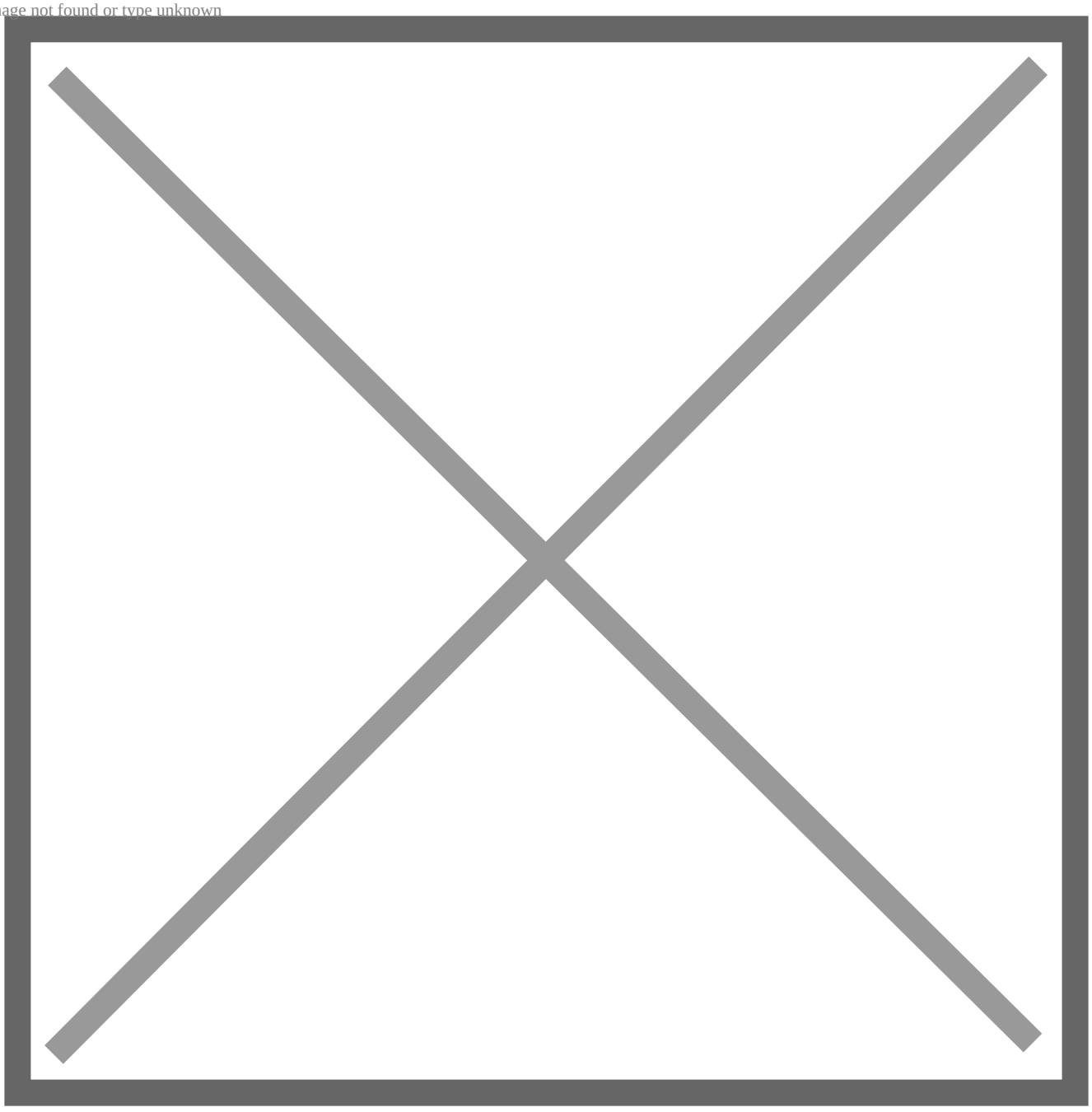

Forget the fine china and formal table settings. Trucksgiving calls for durable gear, comfortable seating and a setup designed for the elements. With that in mind, Toyota engineered tableware tough enough for Trucksgiving. Crafted with the same type of steel that makes Toyota trucks so tough and finished in TRD Pro Honeycomb and Hot Honey colorways, these plates are designed to go wherever Adventure Seekers choose to celebrate, allowing them to focus less on tradition and more on making memories.

Because some of the best Thanksgiving memories aren’t made around a formal table. They’re made under the open sky, around a campfire and at the end of a trail. This year, gather your crew, pack up your Toyota truck and take Thanksgiving somewhere new. Have a Trucksgiving.

