

Toyota and Super Producer Bryan Michael-Cox Honor Music Veterans and Emerging, Young Artists

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Los Angeles (Feb. 9, 2017) – On a day where the music industry’s biggest and brightest shine, Toyota and multiple award-winning producer, [Bryan-Michael Cox](#), are joining forces for the second year in a row to honor those making moves behind the scenes.

Powered by Toyota, the annual *Breakfast Club* brunch will mix party and purpose, as one of the world’s top brands and Cox reunite to honor music groundbreakers and support the work of *Music & Memory*, a non-profit committed to helping people overcome cognitive and physical challenges through music. Continuing the *Breakfast Club*’s tradition of recognizing the work of *Music & Memory*, Toyota will present a grant for \$10,000 to the organization during the event.

“At Toyota, we feel the gift to *Music & Memory* is a special way to ensure the celebration of music has a lasting and positive impact on the health and lives of these patients,” says Toyota national marketing manager, Mia Phillips.

Cox, an award-winning producer, known for his extensive work with multiple platinum-selling R&B and pop artists, has hosted the annual brunch for over a decade, celebrating the work of top producers and songwriters in the industry. He has served as a long-time ambassador for the organization, working to connect his peers to the mission of *Music & Memory*, and personally committing his time to speaking around the country on behalf of the organization.

In years past, the *Breakfast Club* brunch has honored major industry influencers, such as Sean “Diddy” Combs, Swizz Beatz, Jon Platt, Chris Hicks, and DJ Khaled. This year, architect of the neo-soul sound, R&B singer [Maxwell](#), along with long-respected industry songwriter, Siedah Garrett (co-writer of Michael Jackson’s hit song, “Man in the Mirror”) will join the celebrated roster of music all-stars as the 2017 honorees. Also, Guordon Banks, a young, emerging singer and songwriter, who recently released the #1 chart-topping song, “[Keep You In Mind](#)” will receive special acknowledgement during the event.

Toyota Music, a platform the brand cultivated to connect audiences with emerging artists, will be infused into the brunch, which will host more than 200 guests. Industry newcomers invited to the event will have the opportunity to network with industry veterans in a high-energy atmosphere.

Toyota and music fans alike can tune-in and watch honoree and guest arrivals during the [Toyota Showcase](#) Facebook Live event, hosted by radio and TV personality, Sway Calloway, on Sunday, February 12 starting at 2:30 p.m. ET/ 11:30 a.m. PT.