

Toyota Shines Spotlight on Emerging Artists with Toyota Music Den at Voodoo Music + Arts Experience

October 25, 2016

TOYOTA

New Orleans (Oct. 25, 2016) – Thousands of musicians are waiting to be discovered and one will get the opportunity of a lifetime to uniquely shine this weekend at Voodoo Music + Arts Experience. To celebrate the conclusion of its 2016 Toyota Music Experience, Toyota is giving three up-and-coming New Orleans-based bands the opportunity to perform at the #ToyotaMusic Den alongside Voodoo headliner, Preservation Hall Jazz Band, at the country's most enchanting music festival.

The three bands – Faubourg Fouligny, New Breed Brass Band and Tank and the Bangas – were hand-selected by Toyota, which then worked with the musicians to film original music videos shot on location in New Orleans. The three videos can be viewed, liked and shared on Toyota's [Music Moves You Tumblr Page](#). In the

days leading up to the festival, Preservation Hall Jazz Band will choose one talented band for an on-stage collaboration, making these emerging musicians' dreams a reality.

“Toyota is always looking for grass-roots approaches and platforms to engage with and celebrate emerging musicians,” said Florence Drakton, social media marketing manager, Toyota Motor Sales, U.S.A., Inc. “Partnering with one of New Orleans most influential jazz bands is a great way to help elevate an up-and-coming artist in a city with an extensive musical heritage.”

Additionally, merging the musical history of New Orleans with cultural elements of *Dia de los Muertos* (Day of the Dead), content creator Lily Martinez joins Toyota on this mystical and cultural experience as she portrays the living *La Flaca*. *La Flaca* will take a musical journey – from the spirit world to the living – to explore the magnificent city of New Orleans as she heads to Voodoo Music + Arts Experience. *La Flaca*'s adventure will be shared with fans through Toyota Latino and Toyota USA social media channels, especially Instagram, giving all guests a chance to share in the full musical experience.

As part of an ongoing partnership with VH1 *Save the Music*, Toyota also returns a distinctive interactive installation that has travelled to multiple music festivals throughout the U.S. in 2016. The art piece invites festivalgoers and artists to write their answer to: “What Does Music Mean to You?” Festivalgoers can share their participation in the activation space via social media using #ToyotaGiving to show their support, while simultaneously increasing music education awareness. In November, grants will be presented to three schools in the Chicago area.

Voodoo Music + Arts Experience is the eighth and final installment of the 2016 Toyota Music experience. The interactive on-site activation launched at the Stagecoach festival in April and continued at the Country 500, Sasquatch, Firefly, Lollapalooza and Afropunk Music festivals.

Voodoo Music + Arts Experience will be streamed live on Yahoo and Tumblr, presented by Toyota. Fans can watch at voodoo.yahoo.com and voodoomusiclive.tumblr.com. Select highlights and performances will be available on demand at voodoo.yahoo.com after the festival.