

Latin Music Bands Rock Chicago

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Torrance, Calif. (July 12, 2016) – The summer music scene kicked into high gear this weekend during one of the nation’s largest Latin alternative music festivals, Ruido Fest.

As the exclusive automotive sponsor, Toyota didn't skip a beat as fans experienced the energy of the event through shared content created with:

- Mexican indie-pop singer and composer Carla Morrison
- Mexican pop-rock singer/songwriter Natalia Lafourcade
- Mexican-American, L.A.-based band La Santa Cecilia.

The artists shared highlights with festivalgoers and music fans through Toyota hashtags #BoldWish and #VayamosJuntos on Facebook, Twitter and Instagram.

Powered by the bold Camry, Morrison surprised one lucky fan by fulfilling their #BoldWish at Ruido Fest. Also joining the music fun, Lafourcade joined Cuban actor, singer and Univision TV presenter, William Valdes, for a live karaoke session as part of their #BoldWish. In addition, social media famous photographer Bryant Eslava and Valdes created a 360° live video along with the other artists to share festival highlights with music fans on Toyota Latino channels.

Through the lens of “*Musica y Destinos*,” the Toyota *Música* area immersed festivalgoers in vehicle displays that engaged them through a series of virtual reality zones and shareable GIF photo opportunities starring the bold Camry, the all-new Prius, the RAV4 Hybrid, and the Corolla. A special perk for Toyota owners included exclusive access to a loyalty deck with a bird's eye view of the festival each day.

To support up-and-coming artists, a Toyota-sponsored stage featured some of today's rising Latin alternative music stars.

“Music is ingrained in the lives of so many of our guests,” says Tyler McBride, Toyota's engagement marketing manager. “We use music to connect with our guests and Ruido Fest was the perfect setting. Whether in person or via our social channels, Toyota is committed to engaging our artist partners and giving our guests an up close and personal view of the music journey.”

As a major sponsor of music festivals, Toyota has developed a social activation to engage attendees as well as raise funds for VH1 Save the Music. Festivalgoers visit the activation space and share on social media using #ToyotaGiving to show their support, while simultaneously increasing music education awareness. The social campaign benefits **VH1 Save The Music Foundation**, a national nonprofit organization committed to restoring music education programs in America's public schools. A \$30K donation will go to a designated school later this year.