

Toyota Celebrates Hispanic Community at 2016 National Council of La Raza (NCLR) Conference

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ORLANDO, July 26, 2016 – Toyota, the No. 1 auto company among U.S. Hispanics for 12 consecutive years, returned as co-title sponsor of the 2016 NCLR Conference, which is taking place July 23-26, 2016 in Orlando, FL. As part of the celebration, Toyota gave away a brand new 2016 Corolla at the annual Latinas Brunch on Sunday, July 24.

“Toyota is proud to support NCLR’s important work, which continues to uplift the Hispanic community,” said Steve St. Angelo, Chief Executive Officer, Toyota Latin America and Caribbean Region. “As we celebrate the 50th anniversary of the Corolla—the most popular vehicle among Hispanics—we are committed to deepening our relationship with this vibrant and dynamic community that has played such an important role in our success.”

NCLR is the largest national Hispanic civil rights and advocacy organization in the U.S., reaching millions of Hispanics each year in 41 states, Puerto Rico and the District of Columbia through its network of nearly 300 affiliated community-based organizations. Since 1999, Toyota has provided NCLR with grants of nearly \$3 million.

“We thank Toyota for their steadfast commitment to the Hispanic community,” said Janet Murguía, NCLR President and CEO. “Latinos are an important part of the future of this country and together with partners like Toyota, we will keep championing on their behalf.”

During the conference, St. Angelo addressed the Latinas Brunch and awarded a brand new 2016 Corolla to Diane Arms-Signore of Houston, Texas. Arms-Signore serves as Director of Prevention and Counseling at the Association for the Advancement of Mexican Americans ([AAMA](#)), an organization dedicated to inspiring and empowering at-risk Latinos to pursue their potential and achieve success. She plans to use her new Corolla to support her organization’s Minorities in Action Program to help individuals with HIV maintain access to quality healthcare.

To date, Toyota has contributed \$800 million to grassroots organizations and nonprofits, much of it going to organizations that support minority populations, including Hispanics. For 25 years Toyota has run one of the leading minority procurement programs, Opportunity Exchange, that creates jobs and stimulates economic opportunity in Latino communities across the nation.

For more information about the 2016 NCLR Conference, please visit: <http://conference.nclr.org/>. Make sure to follow the social conversation using #VayamosJuntos and #NCLR16.