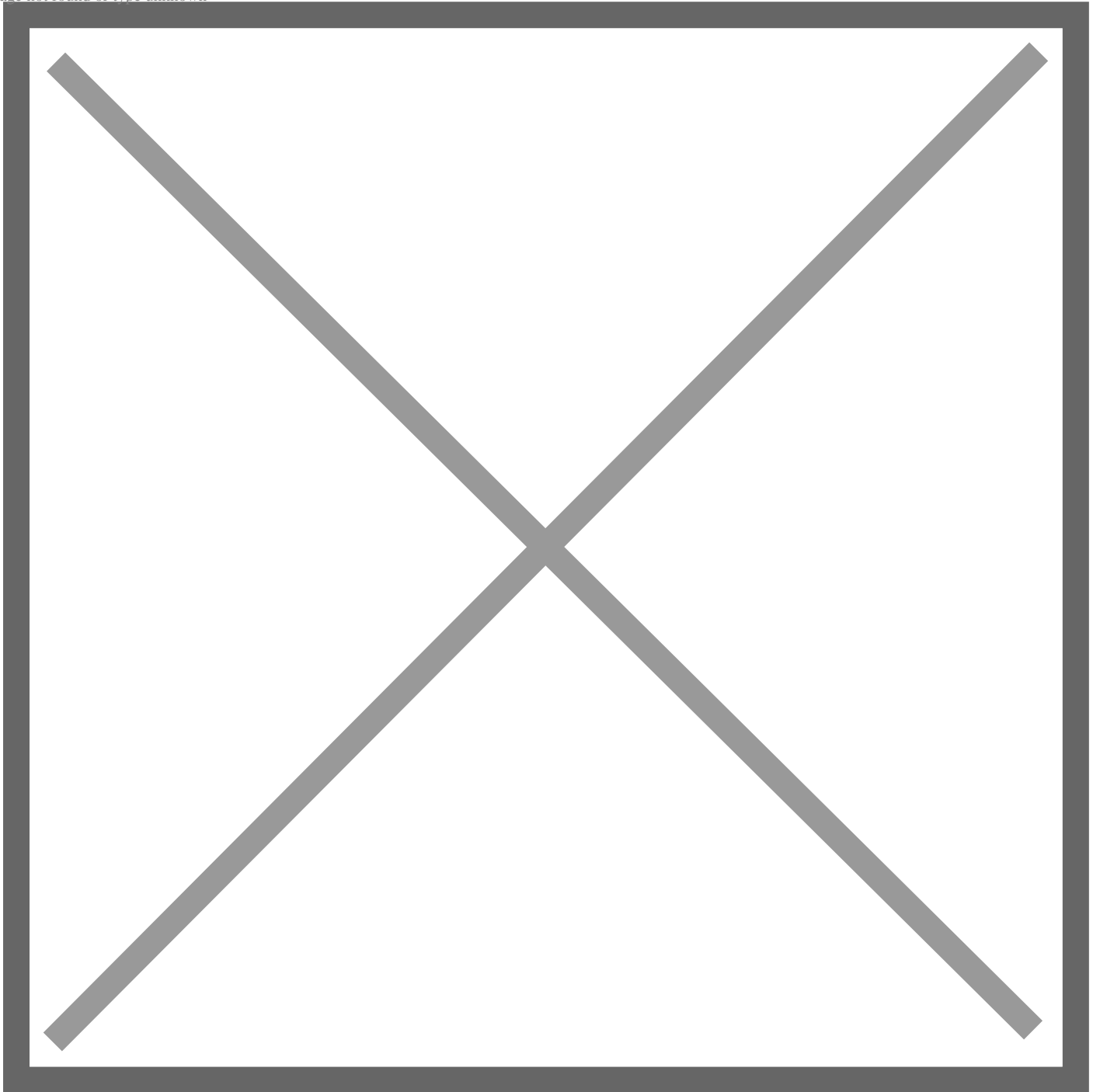


New Washington Museum Celebrates African American History and Culture

September 21, 2016

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Washington, D.C. — Sept. 21, 2016 – The charge began with black veterans of the Civil War. Decades later, civil rights activists assumed the mantle. Now, thanks to the new National Museum of African American History and Culture (NMAAHC), we will have a better understanding of how the African American experience has helped shape us all.

The new museum, which opens this week in Washington, D.C., will preserve and display more than 36,000 precious artifacts of our nation’s history. Toyota has provided support as a Founding Donor and Grand Opening Sponsor.

“Toyota is proud to be a partner in preserving the priceless artifacts of African American history and culture that convey a compelling story of determination, faith, resilience and achievement,” said, Latondra Newton, Toyota group vice president, Social Innovation and Chief Diversity Officer. “This will become a lasting landmark of the rich history of the African American experience for generations.”

Toyota has underwritten a special ‘Century in the Making: Building the National Museum of African American History and Culture’ exhibition, which records the major milestones over the last 100 years that led to the museum’s creation, beginning with a 1916 letter from the National Memorial Association to then-President Woodrow Wilson.

In addition to historic preservation, Toyota and the museum share a commitment to reduce energy usage and conserve water. The museum has numerous environmental features including a green roof, water reuse system and use of natural daylight using the building’s exterior corona.

“We embrace not only what the museum’s designers and curators have achieved in building this historic treasure, we applaud their foresight to enrich our lives and protect our environment with this sustainable museum,” said Newton.

The building is expected to achieve LEED gold certification from the U.S. Green Building Council, the highest level of any museum on the mall.