

Honor thy Planet.

April 22, 2016



Toyota and team members from Mississippi to Michigan are celebrating the Earth in a variety of ways.

Bridge Building – Today volunteers from Toyota Mississippi and Hunter Douglas will build a bridge at Tombigbee State Park that will allow reopening of the park's nature trail. Forty Boys & Girls Club members join volunteers to help clear the nature trail and will experience an urban campout/overnight stay in the park.

Energize Innovators – Toyota Technical Center is partnering with Shell Eco-marathon Americas, which returns to Detroit this weekend. The year-round program gives young innovators practical experience developing smarter, energy-efficient transportation technologies. Tracing its roots back to 1939 and a friendly competition between scientists at a Shell research facility, the program can inspire careers tackling the global energy challenge.

Plant Plants – Toyota Motor Manufacturing Kentucky (TMMK) is celebrating nature by planting 120 cherry blossom trees – of the Yoshino and Kwanzan varieties – along the front of its campus. While the plant has been home to cherry trees for some time, this is the first major planting at the facility. Fun fact: In 1912, Tokyo gifted 3,000 cherry blossom trees to Washington, D.C. A descendant of those trees now calls TMMK home; the tree was given to the plant in 2012 to celebrate the lasting friendship between the countries.

Keep It Clean

– As part of its partnership with Waterkeeper Alliance, Toyota served as the official sponsor – and Toyota Mirai the official vehicle – of the Keep it Clean Live Comedy Benefit hosted by Jimmy Kimmel on April 21 in Hollywood. Proceeds from the show help more than 280 Waterkeeper organizations defend rivers, bays, streams and coastlines worldwide from pollution.

Nature and Nurture – T Toyota Indiana is hosting more than 600 third grade students from Gibson and Vanderburgh counties for its 16th annual Toyota Earth Camp, helping teach the kids environmental responsibility through engaging activities. In the recycle relay, student teams race through barrels of waste to determine what can be recycled. Wildlife exhibits and a hike through the forest at a local nature center help deliver the message of preservation.

Earth Day Endeavors – Team members at Toyota Motor Manufacturing Alabama are shredding it. From bringing in confidential papers for shredding to carpooling to dropping off household hazardous waste items for proper disposal, they strive to do their part for the planet.