

# Toyota Family Learning Answers a White House Call to Action to Invest in Latino Communities

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**NEW YORK, Oct. 16, 2015** — Toyota and the National Center for Families Learning (NCFL) answered a call to action made by the White House Initiative on Educational Excellence for Hispanics, and in the spirit of what President Obama calls a “shared responsibility,” that challenges public and private sectors to create Commitments to Action that will build on, and accelerate federal, state, and local investments in high-quality education, from cradle-to-career, for the nation’s Latino communities.

Toyota Family Learning, a partnership between Toyota and NCFL, is among the 150 Commitments to Action that total an investment of \$340 million announced by the President today on the culmination of the 2015 Hispanic Heritage Month.

“It is an honor to celebrate Hispanic Heritage Month and the Initiative’s 25th anniversary with the release of nearly 150 commitments to action that will help strengthen the educational outcomes and opportunities for the Hispanic community from cradle-to-career,” stated Alejandra Ceja, executive director of the White House Initiative on Educational Excellence for Hispanics. “These commitments will bring critical resources to Latino students and families across this country, are examples of meaningful investments being made in support of the largest, youngest and arguably the fastest growing minority community in the country and will help fulfill America’s future.”

Toyota Family Learning is a two-generation solution to educational challenges that responds to societal changes and opportunities. This six-year nationwide program was created to address educational needs and provide opportunities for low-income and ethnically diverse families to roll up their sleeves and build stronger communities.

“Toyota Family Learning promotes an inclusive approach to a child’s education that empowers families to learn together through service learning and mentoring, leveraging technology in the process,” said NCFL president and founder Sharon Darling.

“Toyota is proud to join the White House Initiative on Educational Excellence for Hispanics with Toyota Family Learning, helping to bring education into family life,” said Patricia Salas Pineda, group vice president of Toyota’s Hispanic Business Strategy Group.

To learn more about the Initiative and to view the major commitments to action in response to the initiative’s call to action, visit: <https://www.whitehouse.gov/the-press-office/2015/10/15/fact-sheet-25-years-hispanics-fulfilling-americas-future>. To view the full list of Commitments to Action visit [www.ed.gov/HispanicInitiative](http://www.ed.gov/HispanicInitiative). To learn more about Toyota Family Learning visit [toyotafamilylearning.org](http://toyotafamilylearning.org).