

# Toyota Places a Charitable Spin on the Traditional Selfie with New Campaign - #Selflessie

December 02, 2015

# TOYOTA

LOS ANGELES (Dec. 2, 2015) – Toyota launches a new initiative, #Selflessie, which encourages Instagram users to ditch their typical selfie snapshots in favor of posting a “selfless selfie.” Kicking off on #GivingTuesday, and continuing through January 4, every photo hashtagged on Instagram with #Selflessie will trigger a \$50 donation from Toyota to Boys & Girls Clubs of America (BGCA), up to \$250,000.

The #Selfie, a cultural phenomenon, ranks amongst the most popular hashtags on social media with over 1 million posts each day. Celebrities including [Kelly Rowland](#), [Debby Ryan](#) and [Paul Wesley](#) are helping Toyota spread the positive message of selflessness this holiday season.

“We have become a society of photo sharers, and one of the most popular photography styles is the selfie,” said Jason Schragger, Chief Creative Officer, Saatchi & Saatchi Los Angeles. “We take them to show off or simply to capture life’s most memorable moments. By co-opting this behavior, and flipping it, creating a powerful

agent of positivity and selflessness this holiday season, #Selflessie can turn this activity into something truly meaningful."

#Selflessie is timed in conjunction with this December's Toyotathon sales event. In years past, Toyota has made it a priority to give back during this time, previously developing, "Give a Click for Charity," benefiting BGCA, "Prius Toy Drive," serving Toys for Tots, and "Buckle Up For Life," a national program Toyota created with Cincinnati Children's Hospital Medical Center that provides free child car seats to families in need.

"We continuously seek new and exciting ways to transform ideas into action while bringing the 'Toyota Way' principles – Respect for People and Continuous Improvement – to life. Supporting BGCA lends us the perfect opportunity to inspire the next generation of engineers, thinkers, and leaders who will help drive the American economy," said Jack Hollis, Group Vice President, Marketing, Toyota Motor Sales, U.S.A.

Toyota team members at all levels of the organization are active volunteers with the Clubs, including Toyota Financial Services President & CEO, Mike Groff, who serves on the Board of Trustees for Boys & Girls Clubs of America.

As the Signature Sponsor of the Youth of the Year program, Toyota is committed to collaborating, investing and elevating BGCA's industry-leading youth leadership platform. In addition to their Youth of the Year program sponsorship, Toyota has provided a brand new Corolla to the National Youth of the Year winner since 2010, along with financial support to offset the costs of automobile ownership.