

# Helping Others Make an Even Greater Impact

July 16, 2015



KANSAS CITY, Mo. (July 16, 2015) – Ruby Azurdia-Lee was already making a difference in her community, working with Latino families and connecting them to the resources they need, including health, employment and education services. Now, with the help of Toyota, she is taking it one step further.

Lee entered the Toyota Let's Go Places contest at this year's National Council of La Raza (NCLR) annual conference, answering the question: "What would you do with a new Toyota Camry?" Her response: help more people.

Lee is the President of CLUES (Spanish for: Comunidades Latinas Unidas en Servicio), which is a linguistically and culturally relevant resource and service nonprofit organization based in Minnesota. CLUES was founded in 1981 by Latinos for Latinos and its programs and services connect families to resources, skills, institutions, and systems and create an environment for people to be engaged and empowered.

"Miracles do happen. When I entered this contest, I couldn't imagine that I would win," said Lee. "My work with CLUES means so much to me and I can't wait to get back to it and take it to the next level. Thank you, Toyota, for this incredible opportunity."

The NCLR conference, which ran from July 11 to July 14 in Kansas City, is the nation's largest gathering of influential individuals, organizations, institutions and companies working with the Hispanic community. Toyota was once again the title sponsor for this year's event, celebrating more than ten years as the No. 1 auto choice for U.S. Latinos.

"Our partnership with NCLR and the Latino community is long and incredibly valuable to us," said Steven Curtis, Vice President of Corporate Communications at Toyota Motor Sales. "It's an honor to be a part of NCLR's annual conference again this year and to have the chance to give back, especially to someone like Ruby, who is committed to making a difference in her community."

"Toyota has been a wonderful and committed partner of NCLR for more than 15 years," says Enrique A. Chaurand, Deputy Vice President of Integrated Marketing and Events at NCLR. "Hearing Ruby's story was truly inspirational. Thank you, Toyota, for making this another great year at NCLR."

In addition to giving away a new Camry at the conference, Toyota also showcased and offered "ride and drives" in its most popular vehicles, hosted car seat demonstrations, gave away car seats and more.