

Toyota Celebrates the Journey to the Games

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TORRANCE, Calif. (April 16, 2015) – Now just 100 days away from the Opening Ceremony, Toyota, the Official Automotive Partner of the [2015 Special Olympics World Games](#), rolled out its national and local programs today, furthering its commitment to the World Games. Toyota and its network of dealerships across

the U.S. have committed to raising funds to support athletes and their journey to the World Games in Los Angeles.

“This is an incredible opportunity to support a truly global event and we’re taking a holistic approach, from our sponsorship investment at the national level, support vehicles and engaging local fundraising efforts across the country to the hundreds of Toyota employees who will volunteer at the World Games,” said Jim Lentz, CEO of Toyota North America. “The world is coming to Los Angeles and we are proud to join the Special Olympics World Games and support our shared values of acceptance and inclusion.”

Also launching today is Toyota’s Special Olympics World Games digital hub – “Journey to the Games”, which will showcase Toyota’s various activities leading up to the World Games this summer and throughout the Games itself. Fans can visit ShareTheJourney.Toyota.com to find athlete profiles and watch the Special Olympics Flame of Hope make its way to Los Angeles. People everywhere can participate in the conversation by using #ShareTheJourney in social media posts.

In support for what is expected to be the world’s largest sports and humanitarian event in 2015, Toyota will also:

- Provide 400 vehicles to the World Games to help transport Honored Guests around Los Angeles
- Supply support vehicles for the *Special Olympics Unified Relay Across America presented by Bank of America* as well as the *World Games’ Law Enforcement Torch Run for Special Olympics Final Leg* as the torch carrying the Flame of Hope makes its way to Los Angeles
- Partner with the Mural Conservancy of Los Angeles to create large scale murals across Los Angeles that celebrate the spirit of the Special Olympics World Games
- Launch and maintain its own online hub where fans can engage with the Games and share stories from across the globe

In addition to activating dealerships nationwide to help Special Olympics USA’s journey to the Games, Toyota dealers can help promote Special Olympics and the 2015 World Games through in-store activations and events. Toyota dealer and Team Toyota NASCAR driver, Clint Bowyer is lending his support to the Games and the Toyota program.

“As a Toyota driver as well as a Toyota dealer in Emporia, Kansas, I am looking forward to the opportunity to help Special Olympics USA on its journey to the World Games,” said Clint Bowyer. “Sports have always played an important role in my life and after meeting a few of these athletes earlier this year, I know they are ready to show the world what they are made of!”

The World Games are the flagship event for the Special Olympics Movement. Every other year, the World Games alternate between Summer and Winter Games. More than 7,000 athletes, 177 represented countries and 30,000 volunteers are expected to participate in the Games this summer, taking place in Los Angeles from July 25 through August 2. Although this is Toyota’s first time sponsoring the World Games, the company has an almost 30-year history with Special Olympics Southern California. Toyota is committed to making its communities better places to live, and the Special Olympics World Games partnership is one of those important efforts. More information on the World Games can be found online at www.LA2015.org.