

# Toyota Donates '50 FOR 50'

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MONTGOMERY, Ala., March 16, 2015 – In 1965, thousands marched from Selma to Montgomery, Alabama on a journey for justice. All across the South, college students participated in the 54-mile walk. As the country recently celebrated the 50<sup>th</sup> anniversary of the historic event, Toyota this week donated \$50,000 to four Alabama

historically black colleges and universities (HBCUs) who played an essential role in the quest for civil rights and equality.

The four HBCUs receiving the donation included: Alabama State University (ASU), Alabama A&M University, Selma University and Tuskegee University. College presidents, faculty and students were present during the check donation ceremony luncheon held on the ASU campus.

“Toyota has a long-standing commitment to the pursuit of education and partnering with historically black colleges and universities,” said Adrienne Trimble, general manager, Diversity & Inclusion, Toyota North America. “On this historic occasion, we wanted to recognize the four Alabama schools that played an integral part in the march five decades ago. Through this donation, we strive to support each school’s commitment to developing the next generation of leaders and working to make the world a better place.”

Education is one of three philanthropic focuses for Toyota. It has a variety of programs and scholarships to promote the pursuit of higher education among multicultural youth. The company has worked to educate HBCU students and alumni on the benefits of sustainable living through its Toyota Green Initiative (TGI). Last year, TGI donated brand new Prius’ to 22 HBCUs affiliated with the program. Further, the Toyota UNCF Scholarship provides financial support to assist students with college attendance at HBCUs across the country. According to Trimble, HBCUs have been and will continue to be a rich recruiting pipeline for the company’s hiring needs.