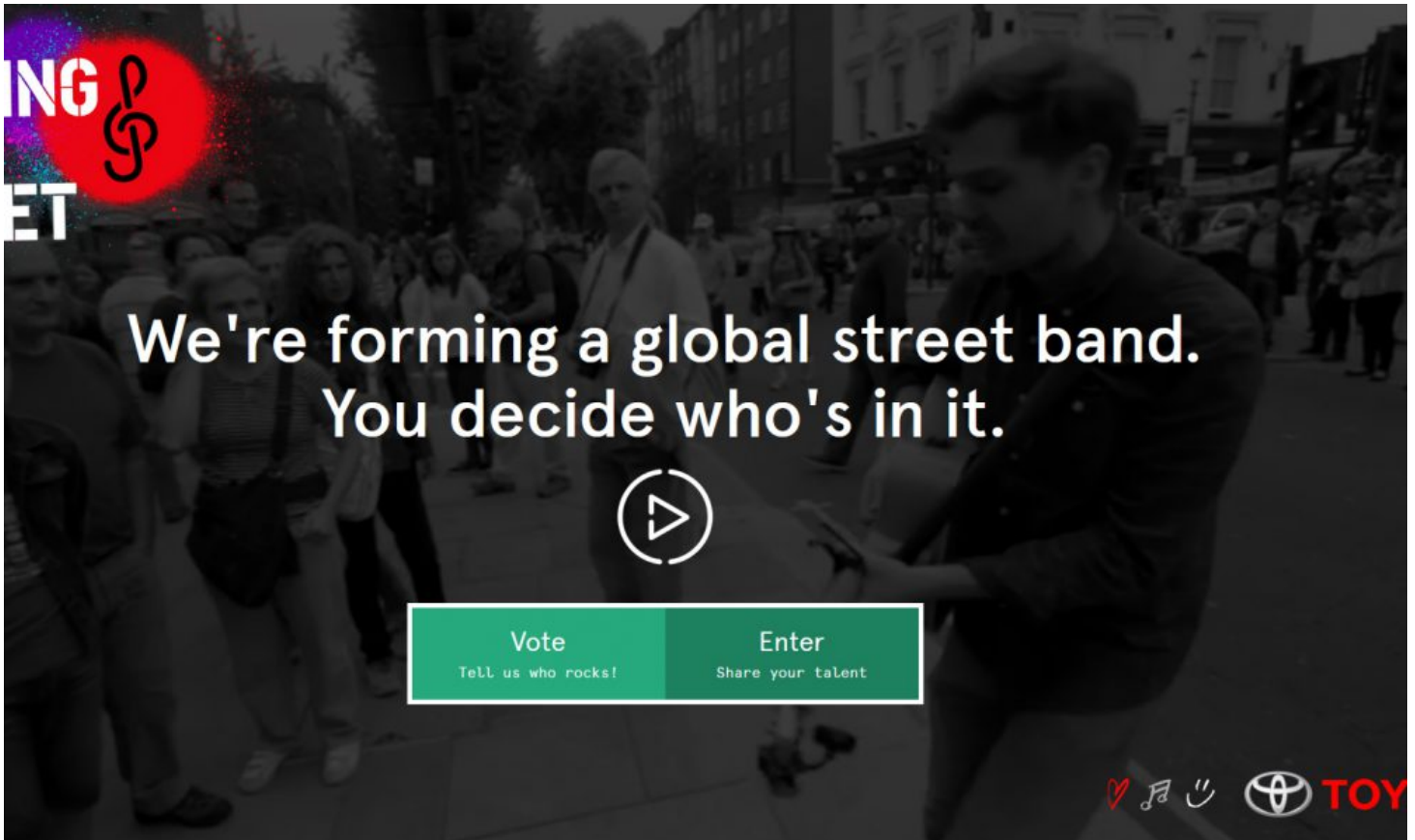


Attention Global Street Musicians: We're Forming a Band

March 18, 2015



TOKYO, March 18, 2015 — Around the world, some of the most vibrant musical performances take place on street corners. To celebrate some of the world's best buskers, Toyota Motor Corporation is launching a global street music initiative called "Feeling the Street" (www.feelingthestreet.com).

For the next nine weeks, street musicians will be able to enter the competition. Visitors to the site can choose their favorite performers and help to decide which six individuals they would like to see in a Global Street Band.

There are three phases of the competition:

Phase 1: Enter and vote — Musicians can enter by submitting an original video where they show their skills, playing an original song on their street corner. A global online audience will then vote by throwing money in the hats of the musicians they like most.

Phase 2: Pick your band — The audience will be able to pick a combination of the six favorite artists they would most like to see come together. Phase 2 runs from May until June, 2015.

Phase 3: Taking the Global Street Band on the Road — The winning participants will travel to New Zealand for a nine-day tour across the country that will culminate in a live performance on stage. Six audience winners will also be selected as 'Roadies' to travel with the band. Phase 3 runs from June 13 – 20, 2015.

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Official Campaign Website: www.feelingthestreet.com

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Official Hashtag: #feelingthestreet