

Toyota Named Official Automotive Partner of the 2015 Special Olympics World Games

July 16, 2014



TORRANCE, Calif. (July 16, 2014) – Toyota today announced its partnership with the [Special Olympics World Games Los Angeles 2015](#) (LA2015) at an event that also debuted the first gathering of the World Games Global Messengers. World Games officials, Toyota associates and World Games global media partner ESPN gathered to celebrate Toyota's goal of delivering a front-seat view of the spirit and transformative power of the World Games to the public leading up to and during the competition. The World Games will take place in Los Angeles beginning July 25, 2015.

“Special Olympics has a life-changing impact on everyone who experiences it, both on and off the competition fields,” said Michael Rouse, vice president of diversity, philanthropy and community affairs for Toyota Motor Sales, U.S.A., Inc. “Education is one of Toyota’s core philanthropic priorities, and the World Games is an inspiring event that unites the international community around the values of inclusion and acceptance. We look forward to sharing the power of the Games with as many people as possible and are proud to have a role in supporting this global event.”

Toyota’s participation in the Games includes the use of 400 vehicles by LA2015, the organizing committee for the Special Olympics World Games, in addition to dealer involvement across the U.S, activating the power of

employee volunteerism at competition centers, athlete village sponsorships and communication activities which support education and advocacy for people with intellectual disabilities. While this marks Toyota's first time sponsoring the World Games, the company has built a 28-year-long relationship with the Special Olympics movement in Southern California.

"It's an honor to have Toyota, a world-class brand, join the LA2015 effort as our official automotive partner," said Patrick McClenahan, president and CEO of LA2015. "Toyota's enthusiasm for the World Games will have a lasting impact as we jointly celebrate the courage, determination and joy of our athletes."

Today's event also included the first gathering and public introduction of the World Games Global Messengers, 15 Special Olympic athletes selected from 11 different counties across Southern California. The athletes, who participate in a combined 12 sports ranging from bocce to volleyball, will represent the LA2015 organizing committee at events from now through the World Games next July.

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