Toyota Welcomes National Association of Hispanic Journalists Convention to San Antonio, Home of Toyota Tacoma and Tundra Vehicles

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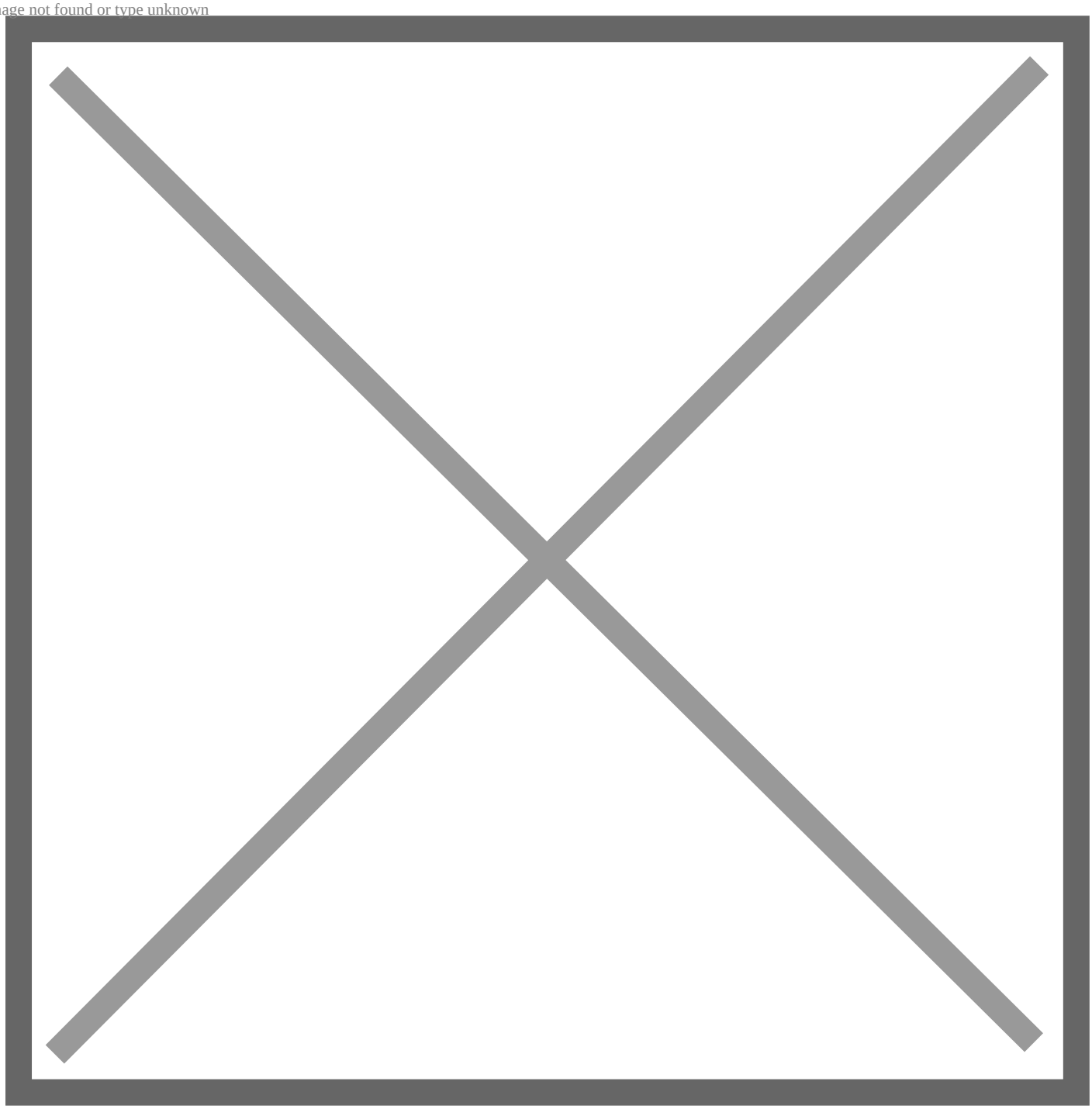

SAN ANTONIO (August 4, 2014) – Toyota is pleased to welcome the National Association of Hispanic Journalists (NAHJ) to San Antonio, where the Toyota Tacoma and Tundra vehicles are manufactured. Toyota is the title sponsor of the NAHJ 2014 Convention, which runs August 7 through August 9, at the Henry B. Gonzalez Convention Center. This year marks the 30th anniversary of NAHJ, an organization dedicated to increasing the visibility of Latinos in the news industry.

"At Toyota, we support NAHJ's efforts to create a national voice for Hispanic journalists," said Patricia Salas Pineda, group vice president of Hispanic Business Strategy Group at Toyota. "Toyota is honored to be the number one auto company among Latinos, and we can't think of a better way to celebrate our connection with the Hispanic community than to support NAHJ, the country's largest and most influential group of Latino journalists. We are especially happy that we can join NAHJ in San Antonio where Toyota manufactures two of its popular vehicles."

"Toyota has supported NAHJ for years, so we're particularly happy to have them be the NAHJ 2014 Convention's title sponsor," said Hugo Balta, NAHJ president. "We are proud to celebrate our 30th anniversary of being the leading Hispanic journalism association in the country. Our members are not only top journalists, but they are also the storytellers of our community."

NAHJ has approximately 1,500 members, including working journalists, journalism students, other media-related professionals and journalism educators. More than 1,000 journalists, public officials and other Hispanic members of the news community are expected to attend the NAHJ convention this year.

In addition to being the NAHJ 2014 Convention's host city, San Antonio is home to the Toyota plant that produces the Toyota Tacoma and Tundra vehicles. Toyota Motor Manufacturing Texas represents a $2.2 billion investment and assembles Tundra and Tacoma pickup trucks. The plant has an annual capacity to produce 200,000 trucks and directly employs 2,900 workers. Seven of its 21 on-site suppliers are minority joint ventures – six of which are locally owned – and combined with the plant, total employment is nearly 6,000.

"Toyota Motor Manufacturing Texas welcomes NAHJ and applauds its selection of San Antonio as its host city to celebrate 30 years of breaking barriers in the newsroom," said Joe Da Rosa, Toyota Motor Manufacturing Texas President.

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