

NALEO Educational Fund Welcomes Toyota as Presenting Sponsor of the NALEO 31st Annual Conference in San Diego

June 23, 2014

Los Angeles, Calif. (June 23, 2014) – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund will welcome Toyota as presenting sponsor of the NALEO 31st Annual Conference in San Diego. The nation’s largest gathering of Latino elected officials, the NALEO 31st Annual Conference runs from Thursday, June 26 to Saturday, June 28. The 2014 Toyota Highlander Hybrid will also serve as the conference’s official vehicle.

“Toyota is a strong partner of NALEO Educational Fund and a great supporter of the Latino community. We are thrilled to have them join us as presenting sponsor of this year’s annual conference,” said Arturo Vargas, executive director of NALEO Educational Fund. “We also appreciate Toyota adding to their support for NALEO Educational Fund by providing us with a new Highlander Hybrid, which will allow us to pursue our work across the region more effectively and with a smaller environmental footprint than ever before. Protecting our natural resources needs to be an even greater priority for all Americans, and we hope our partnership with Toyota will help expand awareness of the important role that hybrids and other green transportation can have for Latinos nationwide.”

“At Toyota, we are great believers in NALEO Educational Fund and in its mission to expand civic engagement across the Latino community,” said Patricia Salas Pineda, group vice president of Hispanic Business Strategy Group at Toyota. “We are pleased to have the opportunity to expand our long-standing support for NALEO Educational Fund this year and to join NALEO’s members in San Diego for this very important conference.”

The NALEO 31st Annual Conference will include more than 1,000 Latino public officials and supporters from communities across the country. 2014 marks Toyota’s seventh year supporting NALEO Educational Fund.

The 2014 Toyota Highlander Hybrid is an all-new vehicle. Since it was first introduced eight years ago, Highlander Hybrid owners have saved an estimated 1,511,075.28 tons of carbon dioxide emissions and approximately enough fuel to drive around the earth 316,622 times.

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