

Toyota and Lexus Go Hollywood

October 17, 2013

TORRANCE, Calif., Oct. 17, 2013 – What do Matt Damon, *Portlandia*, Toyota and Lexus have in common? More than you'd think. On Saturday, October 19, they'll come together to celebrate the entertainment industry's environmental efforts at the 23rd annual Environmental Media Awards at Warner Bros. Studios in Burbank, Calif.

The award ceremony honors film and television productions that communicate environmental messages in creative and influential ways. This is Lexus and Toyota's 12th year as the award's presenting sponsors.

"The entertainment industry elevated Prius to a cultural icon and made hybrids cool," said Bob Carter, senior vice president, automotive operations, Toyota Motor Sales, U.S.A., Inc. "Toyota and Lexus are proud to support and celebrate Hollywood's positive influence and impact on the planet."

2013 honorees include environmentalist and author Bill McKibben, actor Matt Damon, and actresses Hayden Panettiere and Anna Getty. The Nominees include films such as *Promised Land*, *The Guilt Trip* and *Gasland II*, and TV programs such as *Modern Family*, *Portlandia*, *House of Cards*, *Real Time with Bill Maher* and *Dallas*.

The 2013 Lexus LS 600h L and CT 200h hybrid vehicles will be featured at the ceremony, along with the 2013 all-electric RAV4 EV and Prius Plug-in Hybrid. Attendees will also get the inside scoop on the Toyota hydrogen fuel cell vehicle, coming to market in 2015.

The Environmental Media Association (EMA), organizer and host of the awards, is a non-profit founded by Cindy and Alan Horn and Lyn and Norman Lear in 1989. EMA's mission is to mobilize the entertainment industry in educating people about environmental issues. Toyota Motor Sales, USA, Inc. is a member of the EMA Corporate Board.

For more information on Toyota and Lexus environmental initiatives, please visit www.toyota.com/about/environment. The Environmental Media Awards will be livestreamed at www.facebook.com/EMAOnline and www.ema-online.org.