

Toyota Pledges \$500,000 to Support Relief Efforts in the Philippines

November 14, 2013

NEW YORK (Nov. 14, 2013) – Toyota today announced a \$250,000 donation to the [American Red Cross](#) to support relief efforts for victims of Super Typhoon Haiyan in the Philippines. Today’s announcement – [along with a previously announced pledge of 10 million Philippine pesos](#) – brings Toyota’s total contributions to nearly \$500,000 USD. In addition, Toyota will match employee contributions to the American Red Cross and other non-profits doing relief and recovery work in the region.

Commenting on the donation, Jim Lentz, CEO of Toyota’s North America Region, said, “On behalf of Toyota, we express our sincere condolences to the families affected by Typhoon Haiyan in the Philippines and surrounding areas. Thanks to the generosity of our associates and team members, Toyota’s giving will go even further to help families in need.”

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