

Toyota's Earth-Friendly Campaign Raises Lots of 'Green' for Boys & Girls Clubs of America

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TORRANCE, Calif., November 18, 2013 – Toyota Financial Services (TFS) / Lexus Financial Services (LFS) is kicking off its third annual “GoGreen” campaign, encouraging customers to sign up for paperless billing statements; allowing them to receive monthly emails when their bill is due, rather than traditional paper statements sent through the mail. Between November 1, 2013, and January 31, 2014, for every customer that signs up to “GoGreen,” TFS/LFS will donate \$5 to Boys & Girls Clubs of America (BGCA), up to a total of \$200,000. In addition to the convenience of online account management, customers may also access and pay bills through the company’s mobile website and smartphone apps.

For its third year, TFS/LFS is hoping to repeat the enormous success of its previous two campaigns. The first year, the company surpassed its targeted goal when a record 239,450 customers signed up for the program.

“Our second annual campaign received such an overwhelming response, that, only two weeks into the 11-week campaign, we had already met our goal of raising \$100,000 for Boys & Girls Clubs of America,” said Mike Groff, President and CEO of TFS. “This inspired us to double our commitment, and Toyota Financial Services ended up donating a total of \$200,000. We hope to do the same again this year.”

Every day, BGCA members across the nation participate in numerous “green” activities, such as recycling projects and community clean-ups. By choosing to “GoGreen,” TFS/LFS customers are not only helping provide much-needed funds to BGCA, they are helping to greatly reduce the volume of paper statements that TFS/LFS sends each month; conserving approximately 270,000 lbs of paper (nearly 13,000 household garbage bags’ worth). The “GoGreen” campaign reduces the company’s impact on the environment, while supporting after-school and life-skills programs that teach young people how to better care for their neighborhoods... and for their planet.

“Toyota Financial Services has enjoyed a very close and rewarding relationship with Boys & Girls Clubs of America over the years, and we are thrilled to have found a way to continue our ongoing support of their programs while also protecting our environment,” adds Groff. “We are encouraged by the increasing success of the ‘GoGreen’ campaign, as more and more of our customers sign up for paperless billing, and we look forward to finding even better ways to help the environment, and improve the overall experience for our customers.”