

Third Annual Toyota 100 Cars For Good Program Continues to Impact Nonprofits' Work

July 15, 2013

TORRANCE, Calif. (July 15, 2013) – For the third year in a row, Toyota's [100 Cars for Good](#) philanthropic program will invite the public to select another 100 worthy organizations nationwide that will receive a Toyota vehicle. Beginning July 22, registered 501(c)(3) nonprofit organizations can apply online at www.100carsforgood.com explaining how a new vehicle would support their work. Based on individuals' votes, Toyota will give away two cars per day for 50 days to selected organizations.

Since 2011, 100 Cars for Good has put 200 cars on the road to benefit organizations and causes that touch real lives – from transporting disabled adults and taking zoo animals to schools, to restoring homes flooded by Superstorm Sandy.

Key dates and facts for the 2013 program:

- **July 22 to Aug. 5** – Up to 2,500 applications will be accepted.
- **Aug. 19** – The 250 finalists will be announced and will receive promotional materials to help raise awareness for their organizations during the voting period and in their work beyond.
- **Oct. 1** – Voting will begin and continue for 50 consecutive days on Toyota's Facebook page, granting consumers two votes each day to select two separate winning organizations.

Each day, the two winners will be eligible to choose a Highlander, Prius, Sienna, Sienna Mobility or Tundra, which will also come with a six-year, 100,000-mile powertrain warranty from Toyota Financial Services. The remaining three runners-up every day will earn a grant of \$1,000 from Toyota to recognize their efforts and encourage further good work.

“The 100 Cars for Good program elevates the positive impact nonprofits have on their communities,” said Michael Rouse, vice president of diversity, philanthropy and community affairs for Toyota Motor Sales, U.S.A., Inc. “The program creates awareness by involving the public in the voting process, and the extra vehicle mobility helps to advance the goals of the selected organizations. This is a wonderful opportunity for Toyota to give back and demonstrate our commitment to communities across America.”

Each entrant is encouraged to post photos that highlight the group's community work. As a result, nonprofits organizations across the country have the opportunity to raise their social profiles and gain more advocates for their causes.

“Our Sienna Mobility van supports our core mission to provide individuals in wheelchairs with opportunities that help them fully experience their communities,” said Chris Adams, executive director of Ohio-based [Stepping Stones](#). “We hope more organizations like ours will take advantage of this wonderful Toyota program and benefit from the inspiring support of their communities like we did.”

Empowering Communities

The 100 Cars for Good program is the first Toyota initiative that engages the public to determine how its philanthropic donations will be awarded. Over the last 20 years, Toyota has contributed nearly \$700 million to

nonprofits throughout the U.S., with core priorities on safety, education and the environment.

For the Massachusetts-based nonprofit [All Hands Volunteer](#), its new Toyota Tundra was essential when disaster struck the Northeast.

“Within 48 hours of Superstorm Sandy, our volunteers were in the new truck driving south toward Staten Island to help affected families,” said David Campbell, executive director of the organization, which used its vehicle to help clear homes after the devastating storm. “By establishing 100 Cars for Good, Toyota helps identify groups like ours with huge needs for vehicles. It makes so much more possible.”

Last year, the 500 finalists inspired thousands of people to go online and select winners. Those who voted learned about organizations around the country and their unique approaches to making communities better places to live.

“For us, the Toyota vehicle helps our staff members drive animals to classrooms so kids can feel the snake’s scales or touch a parrot’s feathers,” said Thane Maynard, director of the [Cincinnati Zoo & Botanical Garden](#) that won a Prius v last year. “That authentic experience can open a world of curiosity, and ultimately, foster a greater appreciation for nature and wildlife. The Prius v helps us get there to open minds.”

For a full list of rules and to learn more about 100 Cars for Good, visit www.100carsforgood.com.

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