

# Toyota Announces Winners of Prius Plug-in MPG Challenge, Wave Two

August 26, 2013

WEST CALDWELL, N.J., Aug. 26, 2013 – Toyota announced the winners for wave two of the Toyota Prius Plug-in MPG Challenge, with Pamela Lippe of [Earth Day New York](#) and Karen Lee of [EcoKarens](#) sharing the top spot averaging 999 MPG\*. Rounding out third place with an average of 251 MPG was Leigh Garofalow, founder of [Green 4 U](#). The winning participants achieved high mileage averages by limiting their consumption of fuel during the Challenge, maximizing the use of the Electric Vehicle driving modes and leveraging eco-conscious driving techniques.

Pamela Lippe and Karen Lee will each be awarded a \$2,500 contribution to donate to non-profit organizations of their choice. Pamela's winning contribution will benefit Earth Day New York, a nonprofit organization promoting environmental awareness and solutions through partnerships with schools, community organizations, businesses and government, and Karen's benefiting [Autism Speaks of Westchester](#), the world's leading autism science and advocacy organization. Leigh Garofalow will receive \$500 for the [Arc of Essex County](#), a non-profit serving those with developmental disabilities and their families.

"We're overwhelmed by the commitment and competitive spirit of our participants for wave two of the Toyota Prius Plug-in MPG Challenge," said Kevin Curran, Vehicle Operations Manager for Toyota's New York Region. "By putting our vehicles in the hands of these incredibly dedicated, environmentally-conscious influencers, we were able to help educate drivers on how easy and rewarding it is to make a difference in their communities."

And the Challenge continues with wave three participants set to kick off the competition today, including:

- [Cornerstone Family Programs](#) – formed by a group of women from the Presbyterian Church in Morristown to help the needy in their community
- [Meals on Wheels of Staten Island](#) – created to deliver healthy nutrition to homebound elderly living on Staten Island
- [Move For Hunger](#) – holds food drives, advocacy events and fundraisers across the country
- [People to People](#) – alleviates the problem of hunger in their community

## **About the Toyota Prius Plug-in MPG Challenge:**

The goal for the Challenge is to encourage participants to achieve high mileage numbers by taking advantage of the Prius Plug-in's EV Driving Mode, as well as practicing daily fuel and energy-conserving driving techniques.. To be eligible to win, participants must drive a minimum of 500 miles total and 75 miles each week. The highest overall MPG according to the Prius' trip computer per 30-day challenge wins a \$2,500 contribution, with second-place finisher earning \$1,000 and the third-place finisher winning \$500. All participating companies will also receive a \$200 gas card.

Wave three challengers will document their activity in real-time via social channels, including:

- Facebook: <https://www.facebook.com/PriusPlugInMpg>
- Twitter: <https://twitter.com/priuspluginmpg>

- Instagram: <http://instagram.com/pluginforcharity>

*\*Average fuel consumption was recorded by the vehicle's computer and includes a combination of driving in EV and hybrid modes. EV mode for the Toyota Prius Plug-in is EPA-rated at 95 MPGe; Hybrid mode offers an EPA combined mileage rating of 50 mpg.*