

Toyota Pitches in for Public Lands

September 25, 2013

TORRANCE, Calif. (Sept. 25, 2013) – What is your favorite outdoor spot? Most of us have a favorite trail, beach, garden or park. These public spaces allow us opportunities for exercise, recreation, education or a simple connection with nature. Toyota wants to keep it that way.

On Saturday, September 28th, Toyota Motor Sales (TMS), USA, Inc. will pitch in, once again, to care for these treasured public lands by sponsoring and participating in National Public Lands Day (NPLD). 2013 marks the 20th anniversary of NPLD and Toyota's 15th consecutive year as national sponsor.

“Last year alone, volunteers built and maintained an estimated 1,500 miles of trails, planted about 100,000 trees, shrubs and other native plants and removed an estimated 500 tons of trash from trails and other lands,” said Diane Wood, president of National Environmental Education Foundation. “These efforts contributed an estimated \$18 million through volunteer services to improve public lands across the country.”

NPLD is the largest single-day volunteer effort for public lands in the United States. More than 180,000 volunteers are expected at more than 2,200 sites across the country, including national, state, and local parks, community gardens, beaches, wildlife preserves, forests and other public spaces. All NPLD volunteers receive a free one-day pass to any national park to use anytime within the year.

In 1999, Toyota organized 18 NPLD sites and boasted close to 900 volunteers. This year, Toyota expects more than 3,000 associates will support 40 Toyota sites around the nation. Over the past fifteen years, more than 15,000 Toyota associates and their families have volunteered to help beautify our public lands.

“At Toyota, we strive to create partnerships that sustain and improve our communities,” said Michael Rouse, TMS vice president of diversity, philanthropy and community affairs. “NPLD allows volunteers across the country to get involved, get outside and protect public lands for future generations.”

To find an NPLD volunteer site near you, please visit www.publiclandsday.org

###