

Toyota Introduces 2013 Prius Plug-in MPG Challenge

May 29, 2013

WEST CALDWELL, N.J., May 29, 2013 – Toyota announced today the launch of the first Prius MPG Challenge rewarding environmentally-conscious, charitable organizations in N.Y., N.J. and Conn., with contributions totaling \$20,000.

The Challenge – which consists of five separate waves of competition, each with up to eight challengers – awards those participants garnering the highest overall MPG over the course of a 30-day period. It kicks off with an event today in West Caldwell, N.J., to hand off vehicles to the first wave of challengers.

Participants will borrow a Prius Plug-in for 30 days. To be eligible to win, challengers 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.

“We see the MPG Challenge as a way to make environmental education fun,” said David Christ, general manager of Toyota's New York Region. “By tapping regional organizations, we're able to engage at a local level while demonstrating the Toyota Prius Plug-In's ability to improve the lives of our fellow community members.”

The first wave of ecologically-conscious organizations participating as MPG Challengers includes:

- [The Greyston Foundation](#), a Yonkers, N.Y.-based network of for-profit and not-for-profit entities providing life services and work opportunities to low-income individuals and families, including the bakery that exclusively supplies brownies to Ben & Jerry's Ice Cream
- [Greater Mercer TMA](#), a nonprofit, public private partnership dedicated to reducing traffic congestion, decreasing air pollution and improving mobility in and around Mercer and Ocean County, N.J.
- [Bloomfield College](#), an independent, four-year college in Bloomfield, N.J., that prepares students to attain academic, personal and professional excellence in a multicultural and global society
- [RYASAP](#), a Bridgeport, Conn.-based nonprofit that serves as a catalyst in communities to ensure the safe and healthy development of youth, young adults and families
- The Center of United Methodist Aid to the Community Ecumenically Concerned Helping Others ([CUMAC/ECHO](#)), which works to alleviate hunger and its root causes in Paterson, Passaic County and northern N.J.
- [Glamourgals](#), a national organization that creates teen volunteer chapters providing companionship and complimentary beauty makeovers to women living in senior homes.
- [The Helping Hands Food Pantry](#), a donation-run group established by a local councilman and minister in Teaneck, N.J., that provides free, supplemental groceries to needy residents

Challengers will document their activity in real-time via social channels, including:

Facebook: <https://www.facebook.com/PriusPlugInMpgChallenge>

Twitter: <https://twitter.com/priuspluginmpg>

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

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