Toyota and Wyland Foundation to Launch Second Annual National Water Conservation Challenge

February 12, 2013

TORRANCE, Calif. (Feb. 12, 2013) – Toyota is continuing its partnership with Wyland Foundation to promote resource conservation and the importance of sustainability leading up to and throughout Earth Month in April.

Founded by renowned marine artist Wyland, the Wyland Foundation brings attention to the importance of healthy oceans and waterways, aligning with Toyota's commitment to global sustainability and environmental stewardship. The Wyland Foundation, in association with Toyota, will hold The National Mayor's Challenge for Water Conservation throughout April and ask U.S. residents to sign an online pledge at www.mywaterpledge.comto conserve water and resources. Cities with the highest percentage of residents who make thecommitment are entered to win hundreds of environmentally friendly prizes, including a Toyota Prius *c*, water-saving fixtures and gift certificates. The challenge is also supported by the U.S. Environmental Protection Agency, National League of Cities, CH2M Hill's WaterMatch, Rain Bird Corporation, Lowe's Home Improvement stores and the U.S. Forest Service.

New to the challenge this year is the Wyland Clean Water Mobile Learning Experience, a 1,000-square foot interactive exhibit which demonstrates the ways water shapes human lives. The traveling exhibit features interactive models – from an onboard running river to a 40-person theater with computer-controlled special effects – to explore the nation's complex relationship with its water resources. Kicking off at the beginning of March, the tour will travel across the U.S., visiting schools and community events.

"Toyota recognizes that global sustainability depends on partnerships with organizations like the Wyland Foundation to help share information in innovative ways," said Michael Rouse, vice president of diversity, philanthropy and community affairs for Toyota Motor Sales, U.S.A. "We hope both the national pledge and the interactive exhibits build awareness around the value of environmental stewardship and the impact individuals can make."

For the first time, mayors and elected officials who participate in the National Mayor's Challenge for Water Conservation can earn additional prizes for their residents if their cities win. A second prize drawing for a $1,000 Lowe's shopping spree will be held among all participants, regardless if a city is among the six winning cities. Last year, residents who participated in the challenge pledged to reduce their water use by 4.7 billion gallons.

"The additional support from Toyota and the cross-country educational tour will allow us to share the value of water conservation with even more residents this year," said artist Wyland. "There is no city that managing water resources won't touch in the future. These personal commitments and educational efforts are one piece of an important effort to save our waterways."

To learn more about the Wyland Clean Water Mobile Learning Experience and National Mayor's Challenge, visit www.mywaterpledge.com. For tips on how to save water every day and to learn about water-efficient products for the home, visit www.epa.gov/watersense.