

# Toyota/Lexus Financial Services Expands Successful "GoGreen" Campaign, and Doubles Pledge Up to \$200,000 to Boys & Girls Clubs of America

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TORRANCE, Calif., March 12, 2013 –Due to an overwhelming response to its second annual “[GoGreen](#)” campaign, Toyota Financial Services (TFS) / Lexus Financial Services (LFS) announced it is doubling its commitment to the [Boys & Girls Clubs of America](#) (BGCA) during the final weeks of the campaign, donating up to \$200,000 to the non-profit organization.

The environment-friendly campaign, which was launched on Jan. 15, 2013, and runs through March 31, 2013, encourages customers to sign up for paperless billing statements; allowing them to receive monthly emails when their bill is due, rather than traditional paper statements sent through the mail. For every customer that signs up to “GoGreen” during the campaign, TFS/LFS will donate \$5 to BGCA (up to the aforementioned total of \$200,000). In addition to the convenience of online account management, customers may also access and pay bills through the company’s mobile website and smartphone apps.

Only two weeks into the 11 week campaign, the response from TFS/LFS customers signing up for paperless billing exceeded expectations, and the campaign hit its goal of raising \$100,000 for Boys & Girls Clubs of America. Eager to maintain this momentum, and to further support BGCA, TFS/LFS decided to double the \$100,000 pledge.

“We are absolutely thrilled with the response from our customers, and the early success of this year’s ‘GoGreen’ campaign,” says [Karen Ideno](#), vice president of Product & Marketing for TFS. “By signing up for paperless billing, our customers are not only helping to greatly reduce the volume of paper statements that TFS/LFS sends each month, they are supporting BGCA’s after-school and life-skills programs, and their numerous ‘green’ activities, such as recycling projects and community clean-ups. Doing our part to protect the environment, while simultaneously helping an organization that encourages and teaches young people how to do the same for their neighborhoods and planet... that’s certainly a winning combination for everyone.”

TFS/LFS is currently well positioned to meet its goal of converting 16 percent of its portfolio to paperless billing by the end of this year’s “GoGreen” campaign.

“It looks very promising,” adds Ideno. “Provided that customers continue to embrace the campaign as enthusiastically as they have these past few weeks, we expect to surpass our goals for the year; raising the bar and inspiring TFS/LFS to find even better ways to help the environment, and improve the overall experience for our customers.”

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