

10,000 Scion Fans Donate 25,000 Items to Toys for Tots at Annual Customer Appreciation Event

October 18, 2012

TORRANCE, Calif., (Oct. 18, 2012) – Scion owners and their family and friends gathered at Southern California theme park Knott’s Berry Farm on Oct. 17, 2012 to donate a Toys for Tots gift and gain entry to haunted mazes, music performances and rides. It was the ninth year of Scion Night at Knott’s Scary Farm, the carmaker’s largest owner appreciation event.

Park entry was free for the first 10,000 people who arrived in a Scion, wore a seatbelt and donated a toy worth at least \$10 to the U.S. Marine Corps Reserve Toys for Tots campaign. A total of 50 Marines from Naval Weapons Station Seal Beach (Calif.) were on-site to accept the donations.

“Each year we appreciate the generosity of Scion and its owner community to include Toys for Tots in this event,” said Marine Gunnery Sgt. Willie McClendon. “The 25,000 toys donated this year means more children will smile a little brighter during the holiday season.”

Hours before the park opened for Halloween events, Scion owners gathered in the parking lot for aftermarket exhibits, food trucks, carnival games, music performances and hot lap driving demonstrations from Scion’s veteran drifter Ken Gushi.

“Scion Night is an opportunity to bring our customers together and say ‘thank you’ for the energy and enthusiasm they bring to this brand,” said Amit Chandarana, Los Angeles region Scion and e-commerce manager. “By also partnering with Toys for Tots, we leverage the incredible generosity of our owners and give back to our children in our communities.”

The parking lot was packed with more than 2,500 Scion vehicles with guests coming as far as Arizona and representing at least six Scion car clubs from the Southern California area.

###