

Voting for Toyota's 100 Cars for Good Opens This Morning at 10 am ET/7 am PT

May 14, 2012

TORRANCE, Calif. (May 14, 2012) – At 10:00 am ET/7:00 am PT today (Monday), Toyota will open voting for the second year of *100 Cars for Good*, a national philanthropic program that will award 100 cars to 100 nonprofits over the course of 100 consecutive days. Winners will be selected each day through public voting on Facebook at www.100carsforgood.com.

- [Watch a short video about 100 Cars for Good](#)
- [Access 100 Cars for Good photos and logo](#)

Five nonprofit organizations will be profiled each day. Registered Facebook users will be able to vote once daily for the nonprofit they think can do the most good with a new vehicle. The organization with the most votes at the end of the day will win a new vehicle. The four runners-up will each receive a \$1,000 cash grant from Toyota.

100 Cars for Good voting will be open every day from 10:00 am ET/7:00 am PT to 12:00 am ET/9:00 pm PT. Voting will continue through Tuesday, August 21.

“At Toyota, we appreciate what a big difference a new car or truck can make for organizations working to improve lives and strengthen communities across America,” said Jim Lentz, President and Chief Executive Officer of Toyota Motor Sales. “Over the past 20 years, Toyota has contributed more than half a billion dollars to nonprofits throughout the U.S. *100 Cars for Good* allows us to build on that commitment in new ways, putting the public in the ‘driver’s seat’ as we work to help community organizations make an even bigger impact. We wish all of this year’s finalists the best of luck.”

The 500 finalists for *100 Cars for Good* represent all 50 states and Washington, D.C. Profiles of all of this year’s finalists can be found at www.100carsforgood.com.

Winning nonprofits will be able to choose from one of six Toyota models: Camry Hybrid, Highlander SUV, Prius v hybrid, Sienna minivan, Sienna Mobility or Tundra full-sized pickup. A six-year, 100,000-mile powertrain warranty will also be provided for each vehicle, compliments of Toyota Financial Services.

To help participating nonprofits with their *100 Cars for Good* campaigns – and to help them develop lasting digital marketing and social media skills that are critical to today’s nonprofits – Toyota has provided each finalist with a toolkit that includes a digital video camera, training materials and free online advertising credits. The company is providing social media training support online to the finalists as well.

Follow 100 Cars for Good on Facebook at www.100carsforgood.com and on Twitter at #100cars.