Scion Offers Care Packages to U.S. Servicemen and Women This Holiday Season to Show Its Appreciation

November 30, 2010

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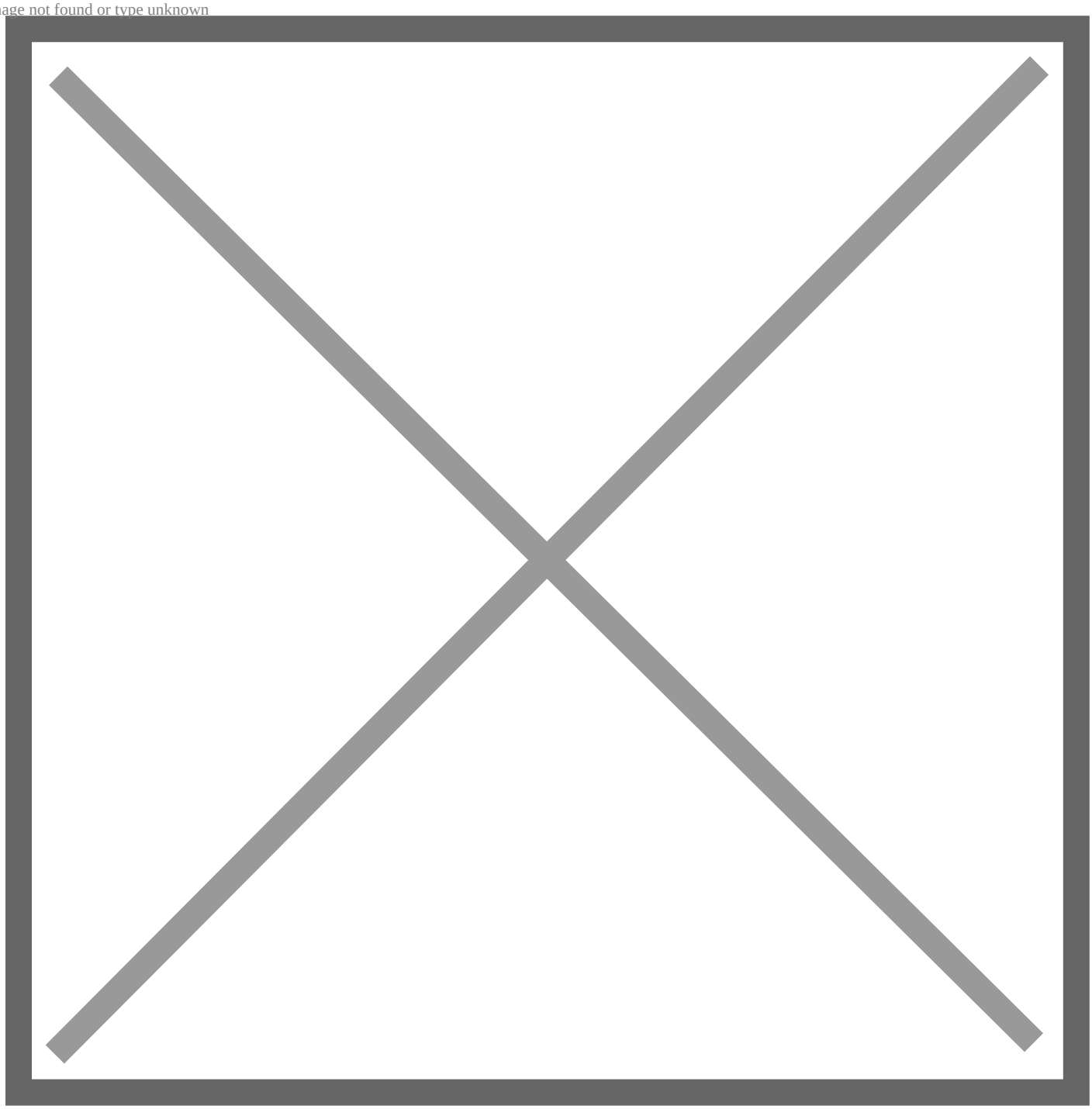

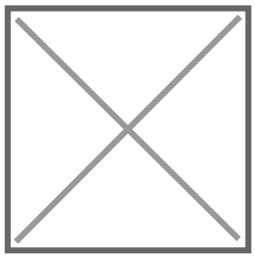

TORRANCE, Calif. — Nov. 30, 2010 — In the spirit of the holiday season, Scion, a division of Toyota Motor Sales, has launched the Scion Holiday Mail Drop. This program offers active duty U.S. military personnel the opportunity to receive a Scion cinch sack filled with complimentary clothing and accessories.

"There is no way to truly give back the amount that the servicemen and servicewomen of our country have given to us," says Jack Hollis, vice president of Scion. "It's a small way for Scion to offer its appreciation for their outstanding service and dedication."

While supplies last, men and women of active military status can log on to www.Scion.com/MailDrop to register for their holiday pack.

The Scion Holiday Mail Drop program is part of a larger military initiative for the brand which has, thus far, included an earlier military care package program, 2009's holiday gifting program, and the Battle of the Builds military design challenge completed earlier this year. To support U.S. troops, Scion is working closely with Morale, Welfare and Recreation (MWR) of the Army, Navy, Air Force, and Marine Corps commercial sponsorship units as well as base Auto Skills Centers.

About Scion
Scion, from Toyota Motor Sales (TMS), U.S.A., Inc., was developed with a new generation of youthful buyers in mind. Scion's mission is to provide distinctive products, the opportunity to personalize, and an innovative, consumer-driven process at the retail level. The brand features three ground-breaking models with a wide array of standard features: the xD urban subcompact five-door, the iconic xB urban utility vehicle and the tC sports coupe. Scion launches the all-new, premium micro-subcompact iQ in 2011. The Scion brand often applies new practices in all aspects of its business and pushes the creativity envelope with non-traditional advertising and marketing to engage young consumers. Scion also supports originality through its programs in the artistic community. For more information, visit www.scion.com.

About MWR
Morale, Welfare, and Recreation (MWR) is a Services-wide, comprehensive network of support and leisure programs and services primarily designed to enhance the experience and improve the quality of life of our uniformed service members, their families and military retirees. MWR professionals worldwide strive to deliver a wide range of quality programs, services and events ranging from family, child and youth programs to athletics, recreation, entertainment, and auto skills activities. Whether it be at a stateside or overseas base, on board a ship deployed to the Arabian Gulf, or on the battlefield half a world away, MWR is proud to serve the needs, interests and responsibilities of the entire military community for as long as they are a part of the military.

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