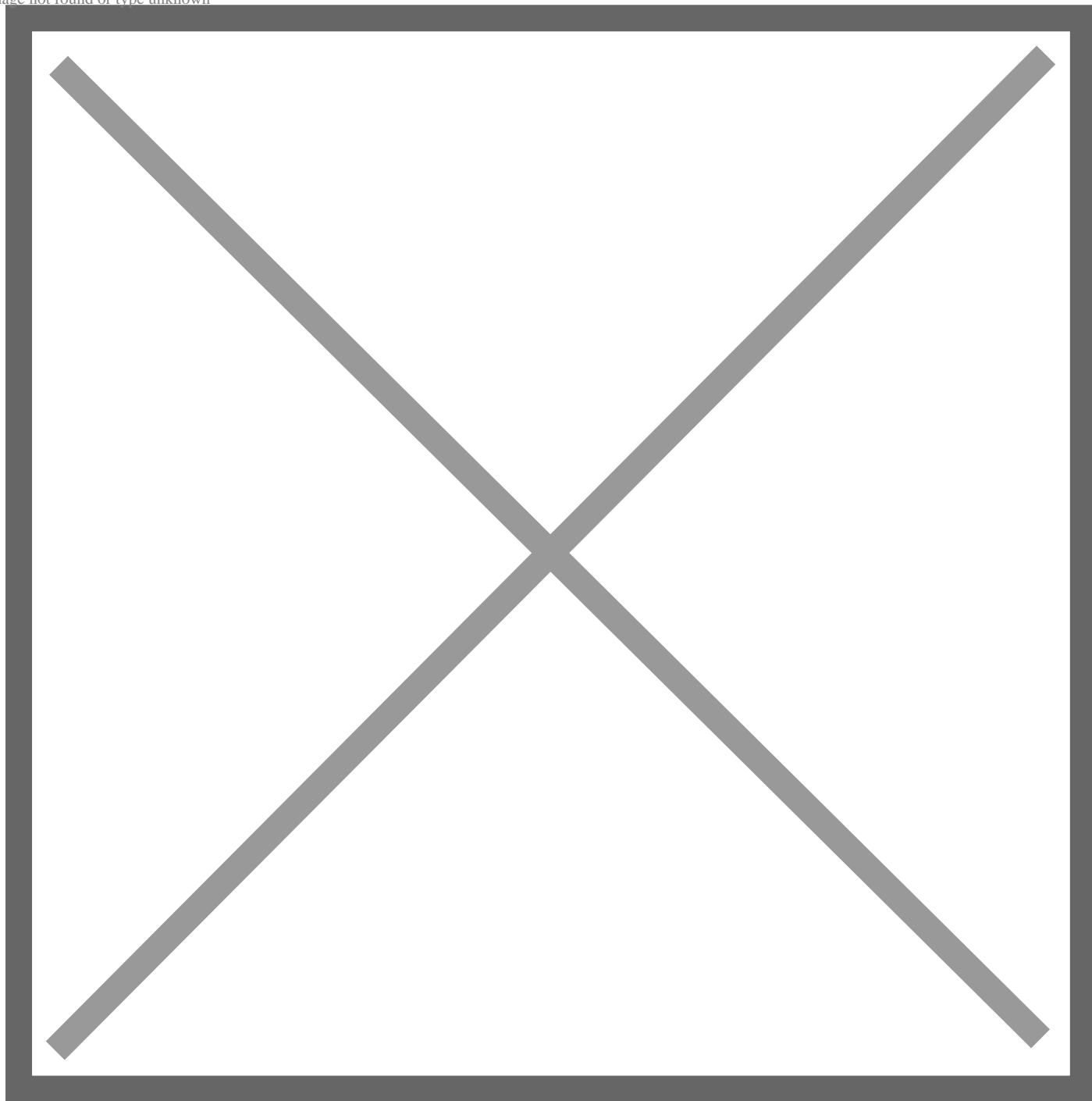


Toyota & Community Team Up to Support National Public Lands Day Activities

September 13, 2010

Image not found or type unknown



160 Volunteers Support Activities at Waveland

GEORGETOWN, Ky. — Waveland State Historic Site in Lexington, Ky., was selected for this year's Toyota Motor Manufacturing Kentucky, Inc. (TMMK) – National Public Lands Day (NPLD) event on September 11, 2010. This year's activity commemorated not only NPLD, but also National Day of Service which provides volunteers a unique opportunity to not only improve a state historic site, but also remember and honor September 11th through outdoor service.

National Public Lands Day is the nation's largest hands-on volunteer effort to improve and enhance the public lands Americans enjoy. Last year, 120,000 volunteers built trails and bridges, removed trash and invasive plants and planted 1.6 million trees.

"Our team members appreciate their communities and I'm extremely proud of them for participating in this event to help preserve and maintain our beautiful country," said Wil James, president of TMMK.

Volunteers performed general maintenance, trail cleaning, mulching and light repair work including bridge repair and bench construction along the park's trails.

Waveland exemplifies plantation life in Kentucky in the 19th-century; from the acres of grain and hemp waving in the breeze (hence the Waveland name), to the raising and racing of blooded trotting horses. The outbuildings of Waveland, the slave quarters, smokehouse, and icehouse, are important reminders of the social and economic climate of the time. The site also features a beautiful Greek revival home built in 1847 by Joseph Bryan, a grandnephew of Daniel Boone. Family tradition holds that Daniel Boone surveyed the land where Waveland now stands for his nephew and namesake, Daniel Boone Bryan.

Toyota Motor Sales Inc. has sponsored the National Public Lands Day program for the past 11 years. In addition to their sponsorship, for over a decade Toyota has also encouraged their employees to get involved in NPLD activities throughout the nation by helping to care for parks, forests, rivers, beaches, shorelines and other public lands. On September 26, 2009, more than 3,100 Toyota employees volunteered at 37 different public land areas in 20 states and U.S. territories.

About Toyota

Toyota (NYSE:TM) established operations in North America in 1957 and currently operates 14 manufacturing plants, including one under construction. TMMK is Toyota's largest plant in North America employing about 6,600 full-time team members with the annual capacity to produce 500,000 engines and vehicles including the Camry, Camry Hybrid, Avalon, and the Venza. For more information, visit www.toyotageorgetown.com.

Contact: Rick Hesterberg

502-868-2135

rick.hesterberg@tema.toyota.com

###