

Scion Helps Military Parents Deliver Gifts to Their Children This Holiday Season

December 24, 2009

Scion's Holiday Toy Program Helps Military Moms and Dads Currently Serving Overseas Send Toys to their Sons and Daughters

TORRANCE, Calif. ? Dec. 24, 2009 ? In the spirit of the holiday season, Scion, a division of Toyota Motor Sales, has launched a special holiday toy program which helps servicemen and women currently deployed overseas to send their children a miniature die cast or plush tC at no cost, along with a personalized message from the service member.

"We can only imagine how difficult it must be for our brave, dedicated servicemen and women to be apart from their children over the holidays," says Jack Hollis, Vice President of Scion. "Though it's a simple gesture, keeping families connected and putting smiles on children's faces ? that's what this season is all about."

To support U.S. troops, Scion is working closely with Morale, Welfare and Recreation (MWR) of the Army, Navy, Air Force, Marine Corps and Coast Guard's commercial sponsorship units. Currently deployed service members, or those who are preparing to deploy, can easily request that their child receive a miniature Scion die cast tC before the January 1, 2010 deadline by visiting <http://www.scion.com/holiday/>.

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 Scion brand features three groundbreaking 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. The 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.

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