New York Solar Flowers Bloom in Flatiron Plaza Display July 23 – August 2

July 24, 2009

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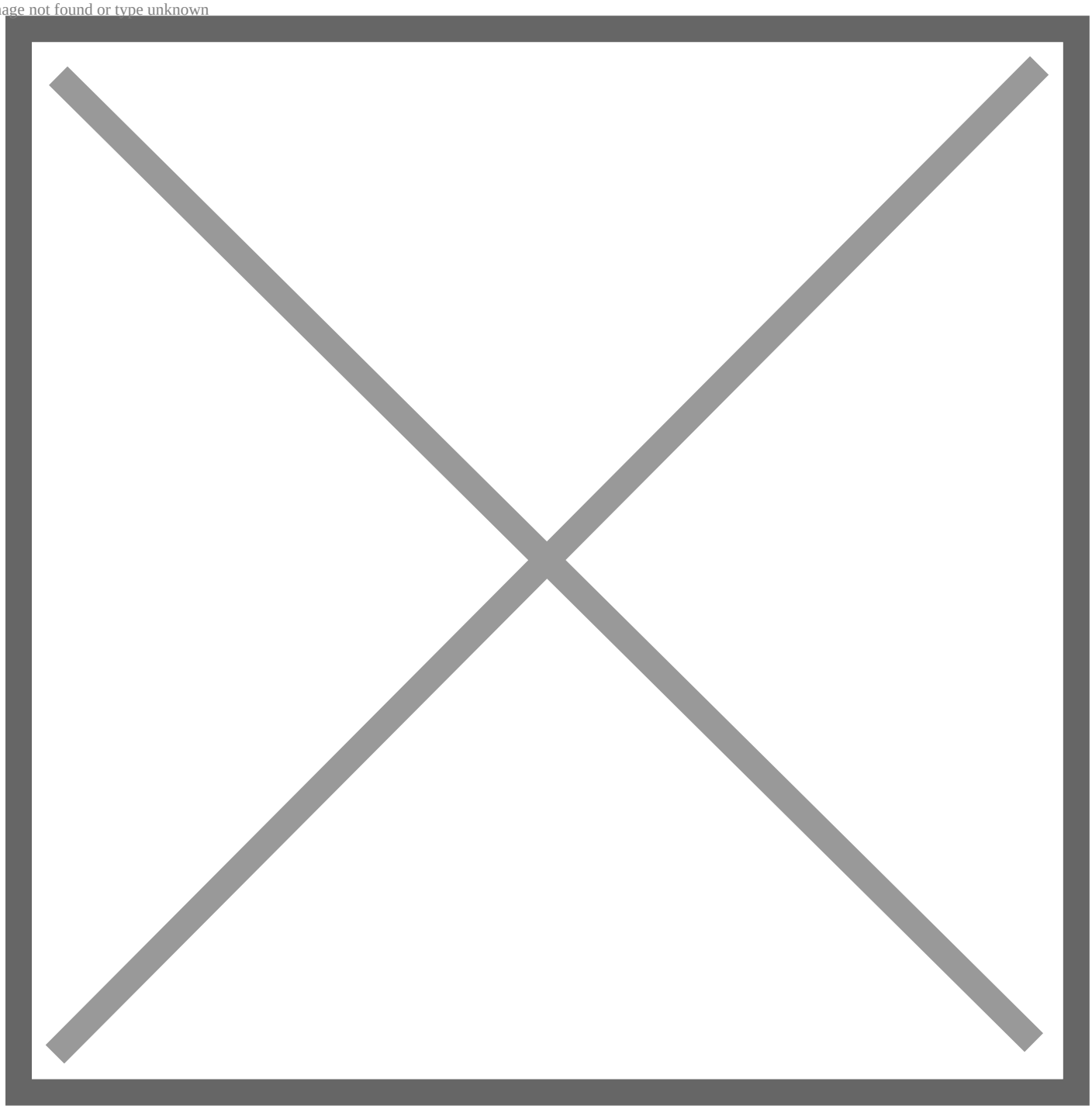

NYC Flower IMG 9323

New York (July 22, 2009) ? ?Solar Flowers? reaching up to 18 feet high are blossoming in New York?s Flatiron Plaza and not only are they good for reviving spirits, they?re good for reviving computers and cell phones too.

The oversized flower sculptures are partially powered by solar panels on the back of their petals and the base of their stems. Each of the five Solar Flowers provides seating for up to 10 people, access to free Wi-Fi service and power to charge cell phones and laptops. The Wi-Fi and charging stations will be available July 23 ? August 2 from 8 a.m. ? 9 p.m. daily.

The flowers are located on Flatiron Plaza, adjacent to the iconic Flatiron building as part of the launch of the 2010 Toyota Prius and they bring to life the theme: ?Harmony Between Man, Nature and Machine.? The campaign emphasizes the balance the Prius helps strike between the needs of man and nature.

?Prius has emerged as a symbol of our time, empowering people to see how each individual can play a role in making the world a little bit better,? said Kim McCullough, corporate manager of marketing communications for Toyota Motor Sales, U.S.A., Inc. ?To launch the third-generation Prius, we?re bringing Prius? eco-friendly technologies and optimistic spirit to the people where they live, work and play.?

After New York, the ?Harmony Installations? will travel to Chicago, Seattle, San Francisco and Los Angeles.

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