

Boston Solar Flowers Bloom in Prudential Plaza Display July 8 – 19

July 24, 2009



Prudential Harmony Solar Flowers Boston 3

Boston (July 8, 2009) ? ?Solar Flowers? reaching up to 18 feet high are blossoming in Boston?s Prudential 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. Daily hours of operation are 8 a.m. ? 9 p.m.

The flowers are in the Plaza July 8 ? 19 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.

Boston bus riders also will discover solar ventilation bus shelters spread throughout the downtown area as another part of the ?Harmony Installation? campaign. The special shelters feature solar panels on the roof that help run fans and circulate air within the shelter. This experience is designed to demonstrate Prius? available Solar Powered Ventilation System, which uses a fan to draw outside air into the cabin to reduce cabin temperature when the car is parked in direct sunlight.

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

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