

# Toyota Prius 'Harmony Floralscapes' Blooming Along Los Angeles Freeways

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## **New Marketing Concept Creates Unique Public-Private Partnership**

LOS ANGELES, August 18 ? A first-of-its-kind ?Harmony Floralscape,? a vivid roadside display made up of more than 20,000 live flowers, was unveiled today along the Pasadena Freeway (SR-110) in downtown Los Angeles by Mayor Antonio R. Villaraigosa, officials from Caltrans, Toyota Motor Sales (TMS), U.S.A., Inc., and Greenroad Media, Inc.

The Floralscape is one of nine oversized floral designs that will appear alongside California freeways in support of the ongoing launch of the 2010 Toyota Prius hybrid vehicle. Seven of the Floralscapes will be in the Los Angeles area and two in the San Francisco area. Developed by Greenroad Media, Inc., using the company?s patent-pending ?Living Pixel? technology, design images are replicated using flowers of differing varieties and colors.

“We are proud to be the inaugural City to unveil the first of seven Floralscapes along one of our busiest highways. The commute for Angelenos will now be brightened by floral murals that embody the City’s progressive approach to solving environmental issues by merging beautification, sustainable design and reducing our carbon footprint,” Mayor Villaraigosa said. “From the construction workers to the business team, this public-private partnership with Toyota and Greenroad Media has spurred local job creation across the board.”

Unlike Rose Parade floats, which are made with cut flowers, the 30?x60? Toyota Prius ?Harmony Floralscapes? are comprised entirely of living seasonal flowers. The flowers used in each Floralscape ? about 20,000 blooms in total ? are grown by local businesses in special modular ?Eco-crates? made from recycled plastic. Several different designs have been developed, and the displays will be changed and updated several times during the next four months.

?The Floralscapes represent a unique public-private cooperative effort,? said Tim Morrison, TMS marketing corporate manager. ?Not only will the Floralscapes be seen by several hundred thousand motorists every day, permanent upgrades are also being made to the surrounding area, including landscape and irrigation improvements.?

The Floralscapes are created from organic and reusable materials and are maintained using ecologically friendly techniques, including the utilization of non-potable water, solar electricity and ecologically responsible insect and fungi control. California-based businesses are contracted to install and maintain the Floralscapes. The non-profit Los Angeles Conservation Corps, which provides training, education and work experience to at-risk young adults and school-aged youth, will maintain the areas surrounding the Floralscapes.

?The Floralscapes are an ideal communications concept for these economically challenging and environmentally conscious times,? said Edward St. Clair, president and founder of Greenroad Media. ?Toyota is able to demonstrate its commitment to the environment to the benefit of state and local governments, local businesses and the entire community.?

Since federal regulations require that the Floralscapes be non-commercial in nature, abstract images of the new Prius will appear in different settings, capturing the essence of its marketing campaign developed by Saatchi & Saatchi LA ? ?Harmony Between Man, Nature and Machine.? All of the images have been approved by California?s department of transportation, Caltrans.

?Through this innovative partnership with Toyota, we are able to improve the look of freeway landscape, make necessary upgrades to aging or damaged irrigation systems, and save tax dollars,? said Raja Mitwasi, Caltrans Chief Deputy District Director.

The downtown Floralscape will be located on the west side of the Pasadena (110) Freeway, just north of the 101 Freeway. Other Los Angeles-area Floralscapes locations include: north side of the Santa Monica (10) Freeway, east of Lincoln Blvd. exit; east side of San Diego (405) Freeway at Orange Street; north side of the Ventura (101) Freeway, west of Balboa Blvd.; south side of the Santa Monica (10) Freeway, east of Overland Drive exit; north side of the Pomona (60) Freeway at Lorena Street exit; south side of the Foothill (210) Freeway, at the Los Robles Ave. on ramp. The San Francisco-area Floralscapes will be located on the south side of the Redwood (101) Freeway at Novato Blvd. in Marin County, and the other will be on the north side of the Junipero Serra (280) Freeway at the Winchester Ave. exit in Santa Clara County.

### **About Toyota Motor Sales, U.S.A., Inc.**

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of more than 1,400 Toyota, Lexus and Scion dealers. Toyota directly employs more than 35,000 people in the U.S. and sold more than 2.2 million vehicles in 2008. For more information about Toyota, visit

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### **About Greenroad Media**

Greenroad Media, Inc., with its office in Manhattan Beach, Calif., has developed unique, patent-pending technology which allows companies to make ecologically-friendly, living corporate statements that enhance the roadways of North America. Greenroad Media is the only media company that brings together businesses and governments to beautify highways and public spaces through corporate sponsorships. More than a positioning statement, sponsoring a site with Greenroad Media allows a corporation to make a commitment to a healthier planet. For more information, please visit <http://www.greenroadmedia.com/>.

### **About Saatchi & Saatchi LA**

Saatchi & Saatchi LA is a full-service agency with both traditional and non-traditional capabilities, including media, creative, strategic planning, 3D asset creation, design and event marketing. The agency was awarded a prestigious Gold Effie for its highly effective launch of the Toyota Tundra full-size truck. Saatchi LA is agency of record for Toyota Motor Sales, U.S.A., and it also serves Toyota Dealer Associations and Toyota Financial Services. The LA office is the third largest in the global network of ideas company Saatchi & Saatchi, part of

Publicis Groupe. For more information, go to <http://www.saatchila.com/>.

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