

TogetherGreen Competition Rewards Volunteer Conservation Action

April 27, 2009

New York, NY? Volunteering to benefit the environment delivers all kinds of rewards, from personal pride to the promise of a healthier future. Now, it offers environmentally-friendly prizes too.

Beginning today, *TogetherGreen* will help individuals nationwide track their community volunteer hours and qualify to win great prizes. All it takes is signing up at <http://www.togethergreen.org/> for a free Community Passport, then getting involved in as many different unpaid conservation volunteer activities as possible between April 22, 2009 and July 22, 2009. Participants need to be over the age of 18 and log participation in a variety of conservation categories, called Pursuits. After that, it just comes down to who has the most volunteer hours logged!

The most committed volunteer will win a grand prize of two LL Bean bicycles for emission-free traveling fun. Other environmentally friendly prizes include a Sierra Designs Tent, an REI Trail Pack and water bottles, and *TogetherGreen* t-shirts.

The Community Passport contest is part of the five-year *TogetherGreen* alliance between Audubon and Toyota, created to help individuals act now to cause a positive impact in their homes, their communities, and the world. True to the goals of *TogetherGreen* program, the Passport emphasizes what individual actions can accomplish for the environment?and how much they can add up.

?The real winners in this contest will be our environment and all life that depends on it,? said Audubon President John Flicker. ?Volunteering is its own reward, but hopefully the Community Passport will inspire more people to give it a try, to do more, and to expand their efforts to include new and different activities. They can see their volunteer log grow online and their results add up in the impact they can make in their communities and beyond.?

To get started, visit www.togethergreen.org/communitypassport and register to begin tracking your volunteer hours. Participants need to take part in at least three out of six Community Passport Pursuit categories, which include activities such as removing invasive plants or cleaning up waterways, writing a pro-conservation letter to community leaders, and organizing green initiatives in the workplace. Community Passport participants will be required to write about their volunteering experiences in a Trip Diary to be eligible for the prizes. To win, simply have the highest number of combined volunteer hours in at least three Pursuit categories!

Future Community Passport contests will offer further rewards in the months and years to come.

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About *TogetherGreen*

Audubon and Toyota launched the five-year *TogetherGreen* initiative in 2008 to fund conservation projects, train environmental leaders, and offer volunteer and individual action opportunities that significantly benefit the environment. To date, 5,850 *TogetherGreen* volunteers have contributed more than 28,000 hours to community conservation efforts. The *TogetherGreen* initiative is funded by a \$20 million Toyota gift to Audubon, the largest

in the conservation group's long history. For more information, to take individual conservation action and share and celebrate conservation success stories, visit www.togethergreen.org.

About Audubon

Now in its second century, Audubon connects people with birds, nature and the environment that supports us all. Our national network of community-based nature centers, chapters, scientific, education, and advocacy programs engages millions of people from all walks of life in conservation action to protect and restore the natural world. Visit Audubon online at <http://www.audubon.org/>.

About Toyota

Toyota (NYSE: TM) established operations in the United States in 1957 and currently operates 10 manufacturing plants. Toyota is committed to being a good corporate citizen in the communities where it does business and believes in supporting programs with long-term sustainable results. Toyota supports numerous organizations across the country, focusing on education, the environment and safety. Since 1991, Toyota has contributed more than \$464 million to philanthropic programs in the U.S. For more information on Toyota's commitment to improving communities nationwide, visit www.toyota.com/community.