

Toyota Teams up with Community Partners of Dallas for State Fair of Texas Auto Show

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DALLAS, Texas (September 26, 2019) – Toyota’s new trucks and SUVs will not be the only ones getting some love at the 2019 State Fair of Texas. Following the debut of the all-new 2020 Toyota Highlander and Highlander Hybrid, and the debut of the 4Runner Venture, Toyota held a “Pack the Back” Toy Cargo Challenge with the all-new Highlander. What followed was a donation of over 200 items to a local Dallas County nonprofit, Community Partners of Dallas, to help children in need who are placed in the protective care of Child Protective Services.

“The Toyota Highlander is a symbol of the evolution of what family means to so many of our customers,” said Kathi Jenkins, Vehicle Marketing and Communications Manager, Toyota Motor North America. “We wanted to give back to our ‘family’ in Dallas and the new Highlander has more cargo space than ever, so we filled a couple of them to the ceiling with toys and goods for Community Partners of Dallas.”

Community Partners of Dallas is a nonprofit that provides crucial resources and support to the caseworkers of Dallas County Child Protective Services. Their main focus includes furnishing items such as winter coats, diapers and formula, holiday gifts, school uniforms, personal hygiene products, food and more, to send a message to the abused children in the Dallas community that someone does care.



Community Partners of Dallas representatives Paige McDaniel, President and CEO and Corinne Karp, Corporate Relations Director, pose in front of the 2020 Highlanders following the Cargo Challenge. All 200 toys will be donated to Community Partners of Dallas to help children in need who are placed in the protective care of Child Protective Services.

“Community Partners of Dallas is able to serve 20,000 abused and neglected children in Dallas County annually because of support from partners like Toyota,” said Paige McDaniel, President and CEO of Community Partners of Dallas. “These goods will be distributed through our emergency resource center, the Rainbow Room, and will bring smiles to the faces of children as they start their journey toward their safe new futures. We are tremendously honored and grateful to be part of this wonderful debut!”

Giving back to the community is a part of Toyota’s DNA, and is one of the reasons Toyota4Good was created. Toyota4Good is the giving and volunteering engagement program that provides team members with the tools to make a difference in their communities. Toyota supports Community Partners of Dallas annually with a Back-to-School Backpack Build event, Bike Build event, and a Holiday Gift Drive, where Toyota in total has given 1500

backpacks, 1070 bikes, 1600 decorated duffle bag kits, and 1000 holiday gifts since 2017.