

# **Toyota Shares the Joy this Holiday Season in Support of Hispanic Student Scholars**

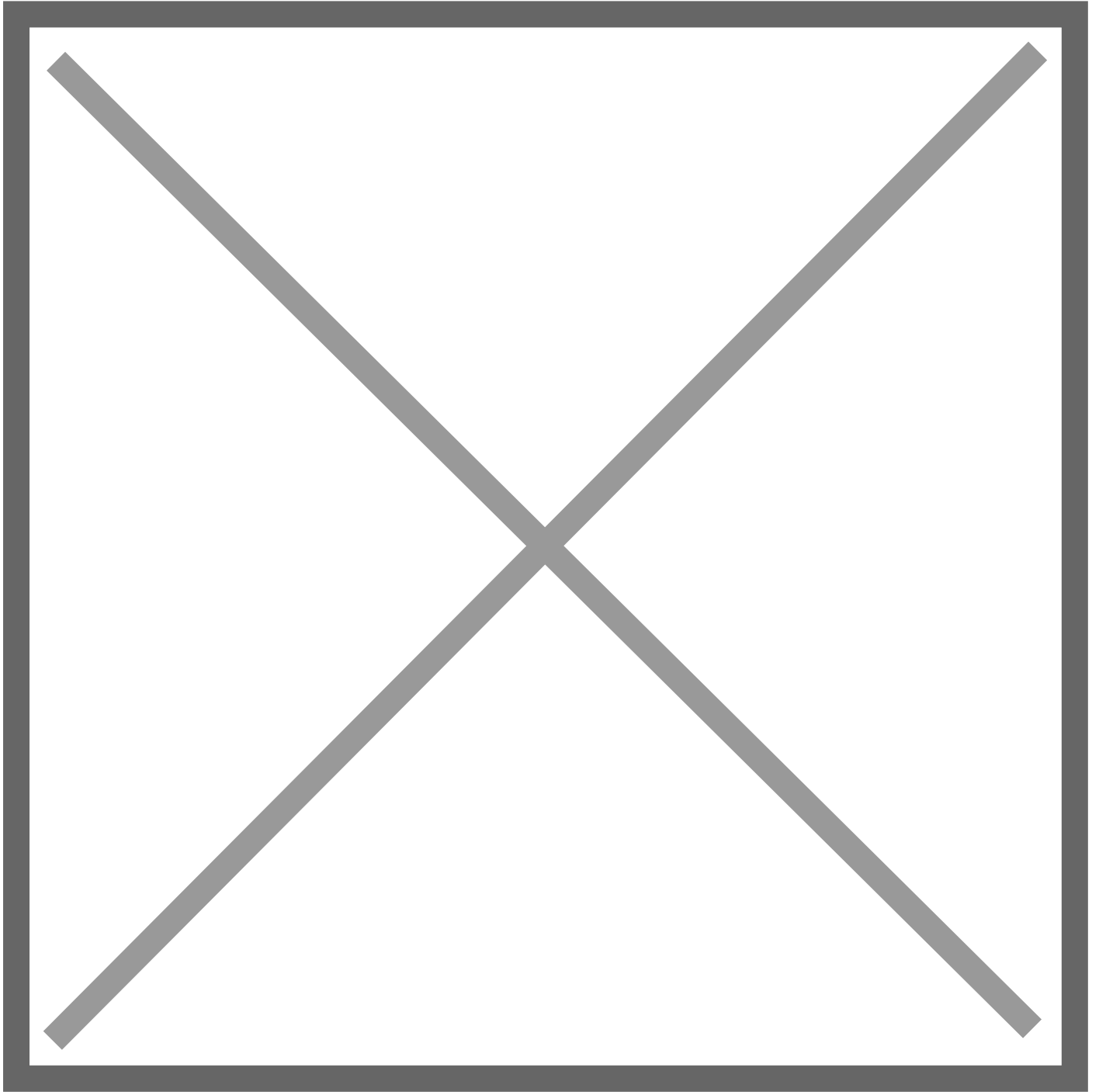
December 10, 2021

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This holiday season, Toyota is inviting fans and followers to share the joy in an effort to support student scholars nationwide following the official debut of “Nora’s Joy,” one of two heartwarming Toyota national holiday ads.

Produced in both [English](#) and [Spanish](#), “Nora’s Joy” is the story of a young woman who finds the ability to share her joy in a very magical way. Once she unleashes her emotions, we see her driving her Toyota Tacoma around town, spreading the joy with those around her in a flurry of bright lights lighting up the night sky. The CGI-developed spot was developed by Conill Advertising.



Share a digital joy jar with loved ones on Instagram through January 3.

The premiere of “Nora’s Joy” follows “Bookstore,” the other national holiday ad that Toyota debuted earlier this month (press release [here](#)).

**Join in the Campaign**

Tying in with “Nora’s Joy,” Toyota is inviting consumers to #sharethejoy by sending a digital “joy jar” to their loved ones.

- Visit the [@ToyotaLatino](#) Instagram channel
- Share a digital joy jar post from December 12 through January 3, 2022
- If you are up to it, include a thank you to those who have brought joy to your life

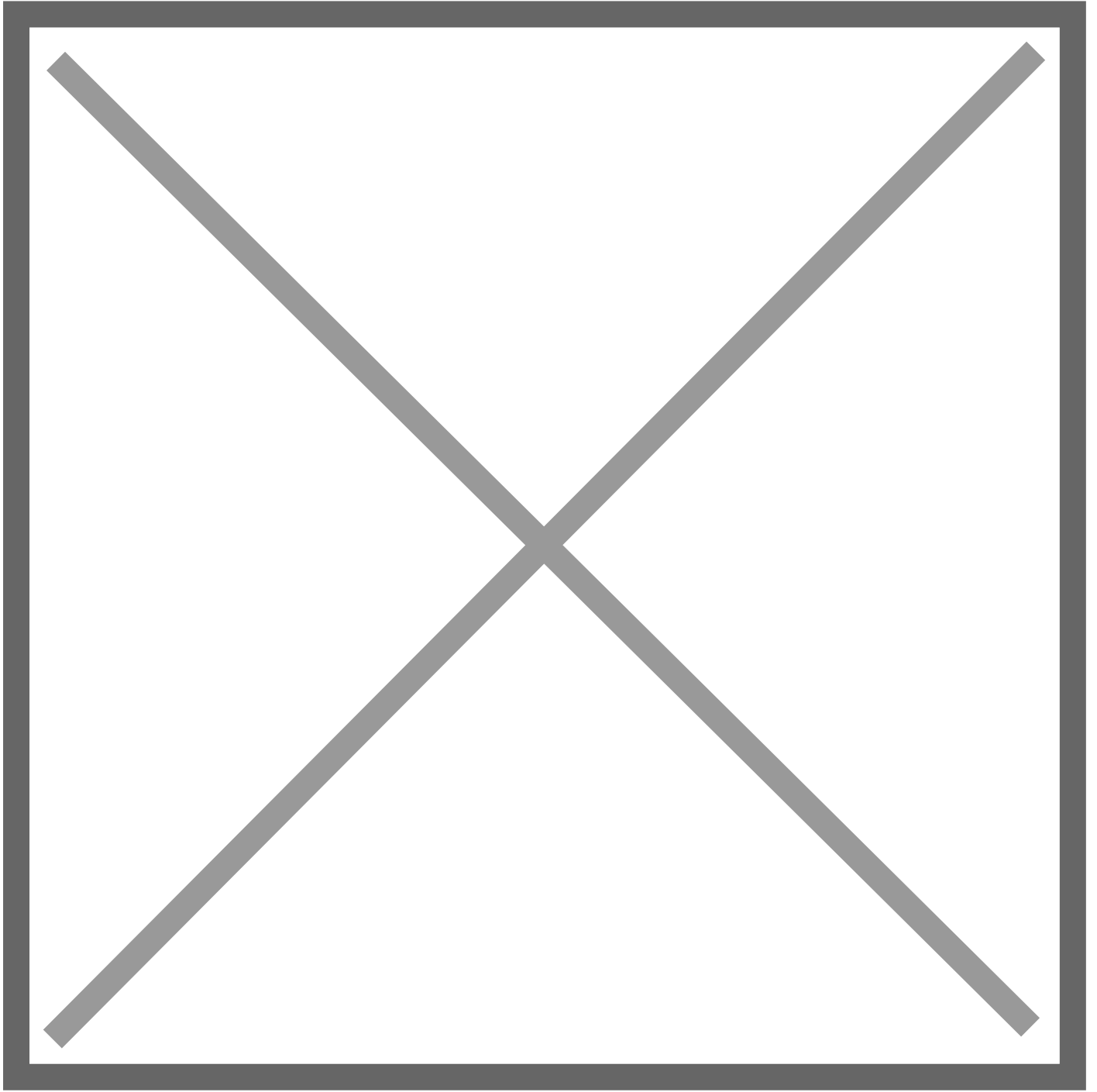
### **Toyota Donates for Every Share**

For every share, Toyota will make a donation to the [Hispanic Scholarship Fund](#) up to a total of \$50,000, in support of student scholars nationwide.

“For more than 20 years, HSF and Toyota have come together to support students, their families and the community, helping to transform lives,” said Fidel Vargas, president & CEO, Hispanic Scholarship Fund.

“To get started with this holiday campaign, I would like to share my joy in seeing students accomplish their dreams and thank all the dedicated teams who help make this a reality,” added Vargas.

For more information, visit and follow [@ToyotaLatino](#) and [@hsfphotos](#) and join in sharing the joy this holiday season.



Capturing joy to be shared with the world, from Toyota's holiday ad "Nora's Joy," created by Conill Advertising