



American Red Cross
Southern Tier Chapter
620 East Main Street
Endicott, NY 13760
<http://southern-tierredcross.org>

MEDIA RELEASE/PHOTO OPPORTUNITY

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TOYOTA DONATES 2008 TUNDRA FOR DISASTER RELIEF Media Release/Photo Opportunity

Disasters know no bounds. They affect young and old, strike at a moment's notice and affect individuals, families and even entire communities. Regardless of the time, place or scale, American Red Cross volunteers move swiftly to mobilize the resources needed to provide immediate respite to those affected. Sometimes that response requires braving the elements and traveling through heavily damaged areas. Moving life-saving supplies to affected disaster areas must be done in a timely manner and requires vehicles that keep Red Cross volunteers safe while they are responding.

The American Red Cross, Southern Tier Chapter would like to thank Toyota for recognizing a need in our community and meeting it. The Chapter will be hosting a press conference on Wednesday, July 29th at 11am to publicly recognize and accept Toyota's generous donation of a 2008 Tundra to be used for disaster relief efforts in Delaware County and throughout the Southern Tier. Additionally, the Chapter will be recognizing 3i Graphics for decaling the vehicle free of charge. This donation better prepares the American Red Cross, Southern Tier Chapter to respond when and where needed in a disaster.

**Wednesday, July 29th at 11am
American Red Cross, Southern Tier Chapter
620 East Main Street, Endicott, NY**

About Toyota

Toyota (NYSE: TM) established operations in the United States in 1957 and currently operates 10 manufacturing plants. Toyota directly employs over 36,000 in the U.S. and its investment here is currently valued at more than \$17 billion, including sales and manufacturing operations, research and development, financial services and design.

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.