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HELLO TEXAS! TOYOTA GIVES HEARTY THANKS FOR ROLLING OUT THE WELCOME WAGON

PLANO, TEXAS, Oct. 27, 2014 – Good food, live music, new friends—all the ingredients for a rollicking neighborhood block party. That’s what’s happening today in Plano.

Toyota has pulled out all the stops to thank the community, civic leaders, business partners and nearby corporations for the warm welcome to The Lone Star State.

“We are thrilled to be here in Plano and look forward to a fantastic day of celebration with our new neighbors,” said Toyota Motor North America CEO Jim Lentz. “This is just the start of what I know will be a long-lasting friendship.”

The “Hello Texas” celebration promises to be one of the area’s most exciting and family-friendly occasions in 2014. Eighteen diverse community restaurants will provide for a sumptuous culinary experience, and residents will rock the day and night away with live concerts from some of Texas’ most recognizable music superstars.

The day kicked off with Toyota executives addressing 400 VIP guests at the Dallas/Plano Marriott at Legacy Town Center, where they thanked everyone who has played an integral role in helping Toyota deepen its roots in Texas and establish its new North American headquarters. They also announced two donations to the city of Plano.

Mr. Lentz and 2008 Olympic gold medalist Nastia Liukin announced a \$1 million contribution to the Plano ISD Academy High School. The education facility places an emphasis on science, technology, engineering, arts, and mathematics (STEAM).

“Toyota is committed to being a model neighbor and corporate citizen,” said Lentz. “We are pleased to join other local businesses in supporting the STEAM curriculum and helping open the eyes of students to career opportunities in these fields. We look forward to furthering the school’s mission to inspire tomorrow’s leaders through problem solving, team building, mentoring and student immersion into the business world.”

Texas Gov. Rick Perry and Plano Mayor Harry LaRosiliere were on hand for today’s ceremony. The two officials have played a significant role in Toyota’s decision to choose Texas for its North American headquarters. As an expression of gratitude, Toyota also announced the donation of six Texas-built Tundra pickup trucks to the City.

“We are thankful for Toyota’s generosity and truly appreciate the unexpected donation,” said LaRosiliere. “We will put these Tundras to great use immediately and are proud that they are built at Toyota’s manufacturing facility in San Antonio by the more than 6,000 hardworking Texas men and women employed there.”

The donations reflect Toyota’s ongoing commitment to philanthropy and community engagement in Texas. Investments made to date include \$4.4 billion in the state’s economy and \$15 million in nonprofit contributions.

The free "Hello Texas" Block Party runs from 12-8 p.m. at Bishop Park at Legacy Town Center. Musical guests include Elaine Garcia, Curtis Grimes, Bobby Pulido, Lone Star Attitude and Jack Ingram. In addition, celebrity "meet and greets" will take place throughout the day, including former FC Dallas player Ugo Ihemelu and current star George John, NASCAR driver Darrell Wallace Jr., Bassmaster Elite Pro Tournament Angler Kelly Jordon and Olympic Gold Medalist Nastia Liukin. For more information about the Hello Texas Block Party, please visit www.HelloTexasEvent.com.