



MEDIA ADVISORY

LOVING TOYOTA SCION TO PRESENT FAMILY CRISIS CENTER OF EAST TEXAS WITH NEW TOYOTA SIENNA ON NOVEMBER 2, 2012

WHAT:

Loving Toyota Scion to present new Toyota Sienna to Family Crisis Center of East Texas as part of the Toyota 2012 *100 Cars for Good* program.

Toyota's *100 Cars for Good* is a major, national philanthropy program in which the automaker is giving away 100 cars to 100 nonprofits over the course of 100 days. Winners are selected each day through public voting on Facebook. *100 Cars for Good* is the first initiative that directly engages the public to determine how Toyota's philanthropic donations are awarded. Complete information is available at www.100carsforgood.com.

WHEN:

Friday, November 2, 2012

11:00 a.m.

10:30 a.m. arrival suggested to allow time for media set-up

WHERE:

Loving Toyota Scion

1807 S. Medford Dr.

Lufkin, TX 75901

WHO:

Rachele Loving, of Loving Toyota Scion

Heather Kartye, Executive Director of Family Crisis Center of East Texas

CONTACT:

Rachele Loving

Loving Toyota Scion

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ABOUT FAMILY CRISIS CENTER OF EAST TEXAS:

The Women's Shelter of East Texas, Inc. (DBA Family Crisis Center of East Texas) is a non-profit organization incorporated to enhance the safety of women, children and men by providing crisis intervention and advocacy services to reduce and prevent the occurrence of family violence and sexual assault through education and community awareness.

ABOUT LOVING TOYOTA SCION:

Loving Toyota Scion proudly sells Toyota, Scion, and certified used vehicles, providing the very best safety, quality, and fuel-efficiency in the automotive industry. Come see us for our lowest price guarantee and award winning service. You'll love the Loving way!

About Toyota's 100 Cars for Good Program

Toyota's *100 Cars for Good* program awards 100 vehicles over the course of 100 days to 100 deserving nonprofit organizations based on votes from the public. Five hundred finalists were certified by an independent panel of experts in philanthropy and social responsibility for a chance to win one of six Toyota models. During the voting phase, five organizations are profiled each day on Toyota's Facebook page, and voters can select the organization they feel will do the most good with a new Toyota vehicle. Voters are able to place one vote per day, each day, over the course of the program at www.100carsforgood.com.

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