

Toyota Kicks Off 'Juntos Somos Imparables' Series in Texas to Salute Latino Achievement at the NALEO 34th Annual Conference
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PLANO, Texas, June 19, 2017 (GLOBE NEWSWIRE) -- Toyota, the best-selling automotive brand among Hispanics since 2004, will highlight its new home north of the Dallas metroplex and kick-off its inspirational 'Juntos Somos Imparables' (Together We Are Unstoppable) campaign at the 34th annual conference of the National Association of Latino Elected and Appointed Officials (NALEO), taking place from June 22 to 24 at the Sheraton Dallas Hotel.

The "Juntos Somos Imparables" campaign consists of a national-level community engagement series that will take place in the U.S. during 2017. "Juntos Somos Imparables" is aimed at celebrating those who have made a difference in the lives of Hispanics, and have inspired them to succeed and reach their dreams. The campaign will come to life via an experiential area at several events organized by key Latino national organizations.

Participants will be invited to approach an art installation where they will find a wall covered with license plates featuring specific values important for the Hispanic community, such as "courage" and "perseverance." Participants will find a trait that they embody, and replace it with another license plate featuring the name of the person who instilled such value in them. As a result, participants will collectively create a mural to honor the names of those who have inspired the Hispanic community to persevere and achieve their goals. Attendees will also be encouraged to share their inspirational story in the Toyota booth area, and to post their experiences under the hashtags #SomosImparables and #VayamosJuntos.

In addition, Toyota will showcase its new state-of-the-art, North American headquarters in Plano, just north of Dallas, with a tour for board members of NALEO, which represents more than 6,100 elected officials at all levels of government. The environmentally sustainable campus, which officially opens in July, was built with the aim of achieving LEED Platinum status, the highest certification from the U.S. Green Building Council. Toyota will also participate in NALEO Annual Conference service project, which will provide survival/wellness kits to Outlast Youth, a nonprofit organization that aims at reducing and preventing homelessness among Dallas-area LGBTQ young people by 2020.

"We're delighted that this year's conference is coming to the city of Dallas," commented Adrienne Trimble, general manager of Diversity & Inclusion for Toyota Motor North America. "We're excited to showcase our new headquarters, honor local leaders who have uplifted the Hispanic community, and given back to our regional community."

Toyota has selected 5-time National Emmy® Awarded Journalist, Neida Sandoval to serve as the "Juntos Somos Imparables" campaign celebrity ambassador. During her 37-year career, she served as National Correspondent for Univision Network and News Anchor for 23 years, including 15 years on its top-rated morning show "Despierta America." For two years, she worked as a news anchor for Telemundo's popular morning show "Un Nuevo Dia." In addition, she has a passion for humanitarian causes such as, St. Jude Children's Research Hospital, United Nations World Food Program and SOS Children's Villages among many others.

"I love this initiative to honor those who have inspired us in life. I credit my parents with inspiring me to be courageous, win over my fears and dream big. I want to give back by motivating others to hand down these important values to future generations," Sandoval remarked.

Conference attendees, and all the Hispanic digital community that follows the campaign, will have the chance to celebrate their own "imparable" stories with Neida Sandoval via a Facebook Live Chat on Thursday, June 22 at 4 p.m. ET/3 p.m. CT and via a Twitter Chat on Friday, June 23 at 3 p.m. ET/2 p.m. CT.

"We would like to extend our appreciation and thanks for Toyota's partnership and support as the Presenting Sponsor of the NALEO 34th Annual Conference," said Arturo Vargas, executive director of NALEO. "Toyota has continually demonstrated a strong commitment to the Latino community."

About NALEO

The National Association of Latino Elected and Appointed Officials (NALEO) is the non-partisan leadership organization of the nation's more than 6,100 Latino elected and appointed officials. To learn more please visit www.naleo.org.

About Toyota

Toyota (NYSE:TM) has been a part of the cultural fabric in the U.S. and North America for 60 years, and is committed to advancing sustainable, next-generation mobility through our Toyota and Lexus brands. During that time, Toyota has created a tremendous value chain as our teams have contributed to world-class design, engineering, and assembly of more than 33 million cars and trucks in North America, where we operate 14 manufacturing plants (10 in the U.S.) and directly employ more than 46,000 people (more than 36,000 in the U.S.). Our 1,800 North American dealerships (nearly 1,500 in the U.S.) sold almost 2.7 million cars and trucks (2.45 million in the U.S.) in 2016 – and about 85 percent of all Toyota vehicles sold over the past 15 years are still on the road today.

Toyota partners with community, civic, academic, and governmental organizations to address our society's most pressing mobility challenges. We share company resources and extensive know-how to support non-profits to help expand their ability to assist more people move more places. For more information about Toyota, please visit www.toyotanewsroom.com.

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