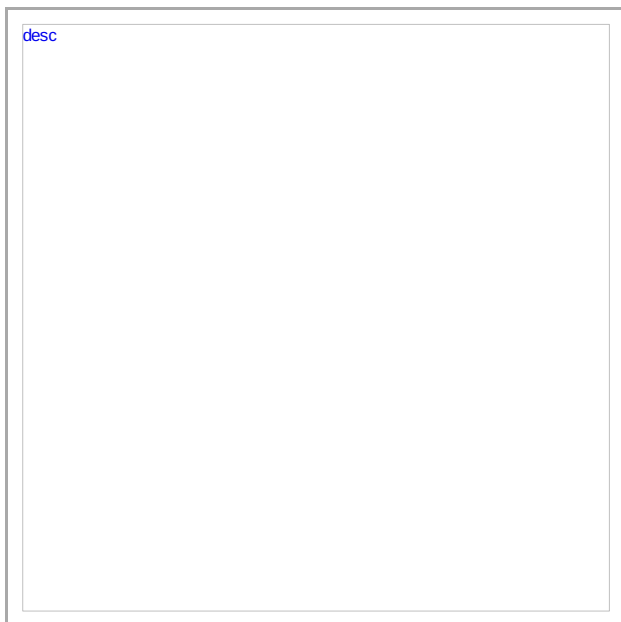


GLAAD and Toyota Financial Services Stand Against Bullying, Announce 'Go Purple for #SpiritDay' app for iPhone and Android
Thursday, October 10, 2013 11:12:00 PM (GMT)

Free app is now available in the Apple App Store and on Google Play

TORRANCE, Calif., Oct. 10, 2013 (GLOBE NEWSWIRE) -- Toyota Financial Services ([TFS](#)) (@toyotafinancial) and the Gay & Lesbian Alliance Against Defamation ([GLAAD](#)) have teamed up once again to take a stand against bullying, joining hundreds of celebrities, media outlets, corporations, and organizations in doing the same. Together, the two entities launched the "[Go Purple for #SpiritDay](#)" app, available for both [iPhone](#) and [Android](#) smartphones. The TFS-powered app provides users with anti-bullying resources, calls to action, and a tool that turns photos purple. These purple photos can then be shared to Facebook, Twitter, and Instagram to show one's support for, and participation in, the upcoming [Spirit Day](#) on Oct. 17.



Millions of Americans will "go purple" for Spirit Day, raising awareness of the dangers of bullying, and showing support for lesbian, gay, bisexual, and transgender (LGBT) youth.

"As a company committed to ensuring equality and respect for all people, and dedicated to improving the lives of youth everywhere, Toyota Financial Services and the entire Toyota family are thrilled to once again join hands with GLAAD to show support for those who have been bullied or who fear being bullied," said Ann Bybee, Vice President, Corporate Strategy, Communications & Community Relations. "While our society is making tremendous progress combating bullying behaviors in schools and communities across the country, it is still a devastating epidemic against which we must take a stand. Going purple for Spirit Day is an easy, simple, yet powerful way to show support, open a dialogue, and send a clear message that bullying of any kind isn't acceptable."

The list of celebrity participants, media outlets, TV networks, organizations and corporations grows daily – to see who has pledged to go purple, visit <http://glaad.org/spiritday>.

About Toyota Financial Services

We've created a workplace where respect never gets a day off.

- For the fifth consecutive year, we're proud to have received a perfect 100% score on the Corporate Equality Index, the Human Rights Campaign's in-depth evaluation of the U.S. corporations on issues important to the LGBT community.
- Toyota Financial Services is ranked in Top 50 Companies for diversity by DiversityInc.
- Hispanic Business and Black Enterprise rank Toyota among their Top 40 Companies for diversity.

While we're proud of our accomplishments, we will continue to work hard to create a workplace that embraces differences and includes everyone. To learn more about our commitment to diversity and inclusion, please visit: <http://www.toyota.com/diversity>

About GLAAD's Spirit Day

Millions wear purple on [Spirit Day](#) as a sign of support for lesbian, gay, bisexual and transgender (LGBT) youth and to speak out against bullying. Spirit Day was started in 2010 by high school student Brittany McMillan as a response to the young people who had taken their own lives. Observed annually, individuals, schools, organizations, corporations, media professionals and celebrities wear purple, which symbolizes spirit on the rainbow flag. Getting involved is easy -- participants are asked to simply "go purple" on October 17th as we work to create a world in which LGBT teens are celebrated and accepted for who they are. Learn more & go purple at www.glaad.org/spiritday.

Photos accompanying this release are available at:

<http://www.globenewswire.com/newsroom/prs/?pkgid=21488>

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