



PRESS RELEASE

For Release: Monday, January 15, 2024

Toyota Supports Detroit's West Side by Donating Winter Boots and Socks to The Salvation Army Temple Neighborhood During MLK Weekend

"Walk In My Boots' Community Outreach Program

Transforming Lives...One Step at A Time at The Salvation Army Detroit Temple Corps Community Center

Detroit, MI – Seeking to provide support in various Detroit neighborhoods in need, Toyota Motor North America stepped in for the 13th consecutive year to support a local Detroit community **through its "Walk In My Boots"** community outreach project. On Monday, January 15, 2024, more than 125 family members from The Salvation Army (TSA) Detroit Temple Corps Community Center neighborhood on Detroit's west side received much needed **new insulated winter boots and socks to help shield families from the cold and snow.**

With the winter snowstorm that fell upon Michigan and the below-zero temperatures this week, the boots and socks came just in time. Winter can often be the hardest time of year for many low-income families. With snow and freezing rain, nothing gets cold faster than wet feet. People can be at risk for severe hypothermia and the consequences can be fatal. While some programs offer winter coat, hat and glove giveaways, a person's feet are often left exposed as many families take the bus or walk in the harshest of cold weather.

"This winter, the burden on many families has been lightened thanks to our 'Walk in My Boots' partner, Toyota Motor North America, who donated warm boots and socks to this year's event," said Major Toni Dorrell, metro Detroit area commander for The Salvation Army of Metro Detroit. "Toyota has been a generous partner for 13 years, and year after year, the donations have allowed thousands of in-need families to safely get to work, to school, or play outside without fear of the frigid weather."

It was a great afternoon as Toyota brought a ray of sunshine and warmth to the families. One family member said, "God is always right on time, and I am so grateful to Toyota for giving my family these boots. We had a major snowstorm. And now, my kids don't have to walk to school in the cold without boots."

With this project, in Detroit alone, Toyota has donated over 2,300 pairs of boots and socks to local families and contributed over \$175,000 to The Salvation Army Great Lakes Division. Sharing resources throughout the Detroit Metro area, boots and socks have been given to families in need on Detroit's west side at the TSA Detroit Grandale Corps Community Center, TSA Conner Creek Corps Community Center on the east side, in downtown Detroit at TSA Booth Services Shelter, Head Start and Harbor Light facilities, and at the former TSA Denby Center for Children & Family Services on the northwest side of Detroit. The project has also been held in Chicago, Washington DC, Baltimore, Harrisburg, PA and Minneapolis, MN.

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“Many people know Toyota as a car company, but we’re so much more than that,” said Alva Adams Mason, group manager, Multicultural Business Alliance & Strategy, Toyota Motor North America. “We believe an auto company can also be a vehicle for change. That’s why Toyota is proud to partner with nonprofit organizations in the dozens of communities where we operate. Investing in and creating better opportunities for our communities and its citizens improves their quality of life, builds lasting relationships and helps enrich society.”

The Salvation Army Detroit Temple Corps Community Center provides outreach to the community through after school programs, social services such as helping families and individuals pay their utility bills when faced with financial crisis, free fresh produce and canned goods through the food pantry, and weekly church services. Toyota also donated \$15,000 to The Salvation Army Great Lakes Division enabling them to continue to support the communities they serve. A delicious hot luncheon was served to the families as well.

Adams Mason said, “What better day to bring this project to Detroit families than on the weekend celebration of Dr. Martin Luther King, Jr.” Mentioning one of Dr. King’s quotes, ‘Life’s most persistent and urgent question is ... What are you doing for others?’” She said, “Toyota is answering the call by supporting those in need and transforming lives...one step at a time.”

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About Toyota

Toyota (NYSE:TM) has been a part of the cultural fabric in the U.S. for more than 65 years, and is committed to advancing sustainable, next-generation mobility through our Toyota and Lexus brands, plus our nearly 1,500 dealerships. Toyota directly employs more than 49,000 people in the U.S. who have contributed to the design, engineering, and assembly of more than 33 million cars and trucks at our nine manufacturing plants. By 2025, Toyota’s 10th plant in North Carolina will begin to manufacture automotive batteries for electrified vehicles. With more electrified vehicles on the road than any other automaker, Toyota currently offers 26 electrified options.

To help inspire the next generation for a career in STEM-based fields, including mobility, Toyota launched its virtual education hub at www.TourToyota.com with an immersive experience and chance to virtually visit many of our U.S. manufacturing facilities. The hub also includes a series of free STEM-based lessons and curriculum through Toyota USA Foundation partners, virtual field trips and more. For more information about Toyota, visit www.ToyotaNewsroom.com.

About The Salvation Army

Founded by William and Catherine Booth in London, England in 1865, The Salvation Army is a faith-based, non-profit organization dedicated to serving people in need without discrimination. This past year, The Salvation Army of Metro Detroit was involved in providing 2,446,588 meals and 382,681 nights of shelter for the homeless. The Salvation Army uses \$.86 of every dollar raised to provide direct services to people in need each and every day of the year. For more information about The Salvation Army, please call 877-SAL-MICH, or visit us at salmich.org.

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