



For Immediate Release

**HELP OF SOUTHERN NEVADA NAMED A FINALIST IN
TOYOTA'S 2012 100 CARS FOR GOOD PROGRAM**

**Toyota Donating 100 Cars to 100 Nonprofits in 100 Days –
Public to Choose the Winners on Facebook**

**HELP of Southern Nevada Would Use New Toyota Vehicle to Help Transport
Disabled Clients in Need of Intensive Case Management to Appointments, Clinics
and Services**

LAS VEGAS, NV – June 13, 2012 – Las Vegas based [HELP of Southern Nevada](http://www.helpofsouthernnevada.org) announced today that it has been selected as one of 500 nonprofit finalists in Toyota's *100 Cars for Good* program, a major philanthropic initiative in which the automaker is giving 100 cars to 100 nonprofits over the course of 100 days. HELP of Southern Nevada was selected as a finalist from more than 4,000 applications nationwide.

Each day, beginning May 14, 2012, *100 Cars for Good* will profile five finalists at www.100carsforgood.com. Individual members of the public will be able to vote for which ever nonprofit they think can do the most good with a new vehicle. The nonprofit with the most votes at the end of each day will win one of six Toyota models. Runners-up will each receive a \$1,000 cash grant from Toyota.

HELP of Southern Nevada will be up for consideration on Wednesday, July 4 from 7 a.m. PST to 8:59 p.m. PST.

“Everyone at HELP of Southern Nevada is thrilled to have been selected as a finalist for the 2012 100 Cars for Good program,” said Fulala Riley, HELP of Southern Nevada vice president

& chief operations officer. “We’re grateful for this incredible opportunity to hopefully win a Toyota Sienna Mobility Van. We hope everyone will help us spread the word now and, of course, will make time to visit www.100carsforgood.com on July 4 to vote for us.”

“At Toyota, we appreciate what a significant impact a new car can have for nonprofits nationwide,” noted Michael Rouse, vice president of philanthropy for Toyota Motor Sales, U.S.A. “Toyota has donated more than half a billion dollars to nonprofits across the U.S. over the past 20 years, and *100 Cars for Good* allows us to expand that commitment to local communities in important new ways. The 500 finalists are an extraordinary group, and we look forward to the public learning more about them.”

100 Cars for Good is the first initiative to directly engage the public to determine how Toyota’s philanthropic donations are awarded.

For more information on HELP of Southern Nevada and its efforts to win one of Toyota’s *100 Cars for Good*, please visit HELP of Southern Nevada’s website at www.helpsonv.org. For complete information on *100 Cars for Good* and profiles of all 500 finalists, please visit www.100carsforgood.com.

Local residents are encouraged to support HELP of Southern Nevada and their quest for a new Toyota Sienna Mobility Van. If HELP of Southern Nevada receives the most votes and is awarded the vehicle, it will be used to help transport disabled clients in need of intensive case management to appointments, clinics and services.

A six-year, 100,000-mile powertrain warranty will also be provided for each vehicle, compliments of Toyota Financial Services.

ABOUT HELP OF SOUTHERN NEVADA

HELP of Southern Nevada operates nine departments, provides jobs to ninety employees and serves approximately 100,000 unduplicated clients each year. The services HELP provides assist low-income families, homeless teens and adults among other individuals, to become more self-sufficient through direct services, trainings and referrals. Programs available include Emergency Resources, Family Services, Weatherization, Community Alternative Sentencing, Work Opportunities Readiness Center, Holiday Assistance, Nevada 2-1-1 Call Center and Homeless and Youth Services. For more information, call HELP of Southern Nevada at 702-369-4357 or visit www.helpsonv.org.

About Toyota

Toyota (NYSE: TM) established operations in the United States in 1957 and currently operates 10 manufacturing plants in eight states. Toyota directly employs nearly 30,000 people in the U.S. and its investment here is currently valued at more than \$18 billion, including sales and manufacturing operations, research and development, financial services and design facilities. Toyota's annual purchasing of parts, materials, goods and services from U.S. suppliers totals more than \$23 billion.

Toyota is deeply committed to being a great community partner and is focused on supporting programs in ways that achieve long-term sustainable results. Toyota supports numerous organizations across the country, with a particular concentration on education, the environment and safety. Since 1991, Toyota has contributed more than half a billion dollars to philanthropic programs across the U.S.

For more information on Toyota, please visit www.toyota.com.

About Toyota Financial Services (TFS)

TFS is the finance and insurance brand for Toyota and Lexus in the U.S., offering retail auto financing and leasing through Toyota Motor Credit Corporation (TMCC) and Toyota Lease Trust and extended service contracts and other payment protection products through Toyota Motor Insurance Services (TMIS). TFS employs 3,300 associates nationwide, and has managed assets totaling more than \$91 billion. It is part of a worldwide network of comprehensive financial services offered by Toyota Financial Services Corporation, a wholly-owned subsidiary of Toyota Motor Corporation.

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