



PRESS RELEASE

For Immediate Release

JAMES SEASTRAND HELPING HANDS OF NORTH LAS VEGAS NAMED FINALIST IN TOYOTA 100 CARS FOR GOOD PROGRAM

Toyota to Donate Vehicle to Local Nonprofit Organizations Based on Public Votes

North Las Vegas, NV – April 25, 2011 – North Las Vegas-based organization, James Seastrand Helping Hands of North Las Vegas is one of 500 finalists in Toyota's 100 Cars for Good program, which will award vehicles to 100 nonprofit organizations based on votes from the public beginning May 9, 2011.

Toyota's 100 Cars for Good program will showcase five non-profit organizations each day for 100 days on Toyota's Facebook page, facebook.com/toyota. Visitors to the page can vote once a day for the organization that they feel is most deserving of a new Toyota vehicle. James Seastrand Helping Hands of North Las Vegas will be one of the five organizations highlighted for voting on May 17, 2011.

Local residents are encouraged to support JAMES SEASTRAND HELPING HANDS OF NORTH LAS VEGAS and their quest for a new Toyota Sienna. If James Seastrand Helping Hands of North Las Vegas receives the most votes and is awarded the vehicle, it will be used to transport senior citizens to medical appointments, grocery shopping, and other necessary errands.

About James Seastrand Helping Hands of North Las Vegas

James Seastrand Helping Hands of North Las Vegas (JSHHNLV) was established in June of 1998. The organization is named after the late Mayor of North Las Vegas James Seastrand. He was Mayor for 17 years in addition to his many years of service as a City Councilman. He had a great love for senior citizens and was very aware of the issues that they face. The organization was started by his wife Rosel and a group of other citizens in the community to continue to help senior citizens. She later passed away, but their children continue to support the organization. The mission of JSHHNLV is to assist the frail elderly in our area by providing a variety of services which foster independence and enables them to remain in their own homes rather than be institutionalized. The focus of the program is to provide transportation to Senior Citizens 60 and older living in North Las Vegas to their medical appointments, grocery shopping, and other necessary errands and appointments.

About Toyota.

Toyota (NYSE: TM) established operations in the United States in 1957 and currently operates 10 manufacturing plants, including one under construction. Toyota directly employs nearly 30,000 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.

Toyota is committed to being a good corporate citizen in the communities where it does business and believes in supporting programs with long-term sustainable results. Toyota supports numerous organizations across the country, focusing on education, the environment and safety. Since 1991, Toyota has contributed more than \$500 million to philanthropic programs in the U.S.

For more information on Toyota's commitment to improving communities nationwide, visit <http://www.toyota.com/community>.

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