



MEDIA ADVISORY

Toyota Helps Chicagoland Homeless Families While Showcasing New Products at the 2024 Chicago Auto Show

'Walk In My Boots' Community Outreach Project

Transforming Lives...One Step At A Time at The Salvation Army Evangeline Booth Lodge

Chicago, IL – Chicagoans will get a chance to see a stable of exciting new products from Toyota, including a few vehicles not on sale yet, at the 2024 Chicago Auto Show. But first, while preparing to showcase an array of new vehicles, Toyota will highlight its commitment to support Chicagoland unhoused families **through its “Walk In My Boots”** community outreach project. For the 10th year, Toyota will donate **new insulated winter boots and socks along with a home-style buffet luncheon** to family members residing at **The Salvation Army Evangeline Booth Lodge and The Salvation Army Shield of Hope. Toyota also plans to give a \$15,000 donation** to The Salvation Army North and Central Illinois Division enabling them to continue to provide shelter for families in times of crisis.

With this program, in Chicago alone, Toyota has donated more than 1,775 pairs of winter boots and socks to people in need and has contributed over \$150,000 to The Salvation Army North and Central Illinois Division during the Chicago Auto Show Days.

The Salvation Army Evangeline Booth Lodge is a shelter for women and men with children, along with married couples with children suddenly homeless because of eviction, disasters such as a fire or flood, loss of utilities, domestic violence, being stranded while traveling or other crises. Meanwhile, The Salvation Army Shield of Hope in partnership with the City of Chicago is the nation's first emergency homeless assessment and rapid-response center providing homeless families with placement within two weeks that best meets their immediate needs.

When: **Saturday, Feb. 10, 2024; Media check-in, 11:15 a.m.; Press Conference, 11:30 a.m.**
MEDIA INTERVIEWS/PHOTO OP – Toyota executives and local dealer reps. will distribute winter boots and socks to residents of The Salvation Army Evangeline Booth Lodge and TSA Shield of Hope.

Where: **The Salvation Army Evangeline Booth Lodge**
800 W. Lawrence Avenue
Chicago, IL 60640
Parking is available on the west side of the building.

Who: Speakers include:

- **D’Juan Rudolph**, Manager, Multicultural Business Alliance & Strategy, Toyota Motor North America
- **Major K. Kendall Mathews**, Associate Chicago Area Commander, TSA North and Central Illinois Division
- **Guy Drake**, New Vehicle Sales Director, Advantage Toyota of River Oaks Dealership
- Interviews and photo ops with select families.

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