



MEDIA ADVISORY

Toyota To Donate Winter Boots and Socks To Homeless Chicago Families During Its Chicago Auto Show Activities

'Toyota Walk In My Boots' Community Outreach Project

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

Held in conjunction with the 2017 Chicago Auto Show

Chicago, IL – While Toyota will showcase new vehicles at the 2017 Chicago Auto Show, it is also stepping in **through its “Toyota Walk In My Boots”** community outreach project to help Chicago area homeless families by providing **new winter boots and socks to residents of The Salvation Army Evangeline Booth Lodge**, a homeless haven for families in Chicago.

While many programs offer winter coat giveaways, a person’s feet are often left vulnerable to freezing temperatures and even frostbite. Without proper clothing to fight the cold elements of a Chicago winter, people experiencing homelessness have a much higher risk than the general population of developing exposure-related conditions such as hypothermia and frostbite. With this donation, many families will be shielded from the cold. In addition, **Toyota plans to donate \$15,000 to The Salvation Army Metropolitan Division/Greater Chicagoland** enabling them to continue to provide support for families in times of crisis.

The Salvation Army Evangeline Booth Lodge is a haven 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. The average stay is 63 days, but some stay longer, depending on the time needed to locate permanent living arrangements. The Booth Lodge also provides food, clothing, and housing and job search assistance, as well as, tutoring and after school activities for the children.

When: Saturday, February 11, 2017; Media check-in, 10:45 a.m.; Press Conference, 11:00 a.m.

MEDIA INTERVIEWS/PHOTO OP – Toyota executives and local dealers will distribute winter boots and socks to almost 200 residents of The Salvation Army Evangeline Booth Lodge; along with a \$15,000 donation check presentation from Toyota Motor North America to The Salvation Army of Chicago Metropolitan Division. Toyota will also provide a “Thanksgiving-Style” buffet luncheon for the residents.

Where: The Salvation Army Evangeline Booth Lodge

800 W. Lawrence Avenue

Chicago, IL 60640

I.D. is required for entrance. Parking is available on the west side of the building.

Who: Speakers include: **Tony Mueller**, general manager, Chicago Sales Region, Toyota Motor Sales, USA; **Lt. Colonel Charles H. Smith**, divisional commander, The Salvation Army Metropolitan Division; **Fernando Falcon**, president and CEO, Toyota of River Oaks; and Toyota's special guest, **The Original Human Beat Box and Hip Hop Legend Doug E. Fresh**, will make an appearance.