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For Immediate Release

Toyota and the Palos Verdes Peninsula Land Conservancy Invite Public to Celebrate National Public Lands Day

PALOS VERDES PENINSULA, September 19, 2016— Join the Palos Verdes Peninsula Land Conservancy for National Public Lands Day on Saturday, September 24th at 9:00 am. The event will be held at the White Point Nature Preserve in San Pedro.

Toyota is the national sponsor for National Public Lands Day and the event highlights Toyota's commitment to the conservation work of the Conservancy and the City of Los Angeles. Over 100 employees from Toyota will work alongside 100 additional volunteers to water native plants, lay mulch, remove invasive weeds, clean seeds for planting, close spur trails, and remove irrigation lines on the 102-acre preserve. Also supporting the day are Starbucks Coffee and Brouwerij West craft brewery in San Pedro along with the Outdoor Volunteer Day Program sponsors REI and the Harbor Community Benefit Foundation. For Executive Director Andrea Vona, "*National Public Lands Day is a great event when volunteers, community groups, and corporate supporters work together to conserve our natural lands and protect local wildlife.*"

The Conservancy is inviting the community to join the celebration which includes activities for everyone. Families can enjoy an LA City Ranger guided nature hike, Sea Lab Mobile Tidepool, a native plant demonstration garden, learn how to compost with an expert and buy native plants that will attract local birds and butterflies to home gardens. While checking out the spectacular new Toyota *Mirai* hydrogen fuel cell car on special display, everyone can play Pokémon Go! with special "lures" set for the day!

Toyota is a valued decade-long corporate partner with the Conservancy. In 2010, Toyota donated a Tundra truck helping the stewardship crew get to steep and rugged areas for habitat restoration. Through the Toyota TogetherGreen Program, the Conservancy was awarded several *Innovation Grants* including one to help expand nature education programs for underserved students at the Cindy and Bill Simon Technology Academy High School in Watts. Toyota's TogetherGreen Program has also supported a project that mentored a team of high school students interested in environmental careers to create a breeding area for the endangered Palos Verdes blue butterfly. Kevin Butt, Regional Environmental Sustainability Director for Toyota Motor North America, explained, "*Toyota and the Conservancy share a passion and a track record for environmental leadership and community involvement. We are delighted to assist the Conservancy in supporting land stewardship and creating healthy environments for the communities in which we live and work.*"

At the event, the Conservancy will congratulate Ernie Lopez of Toyota by presenting the Conservancy's Outstanding Volunteer Award for 2016. Ernie helped arrange countless sponsored events during National Public Lands Day and Earth Day and as the primary liaison to Toyota brought wonderful connections to the work of the Conservancy. Ernie often volunteers his own time, inspiring his friends and colleagues to spend time outdoors while making a difference.

For more information visit: www.pvplc.org. The White Point Nature Education Center & Preserve is located at 1600 W. Paseo del Mar, San Pedro, CA 90731 (only entrance via Western Avenue). The Center is open Wednesday, Saturday and Sunday 10 – 4 pm.
