



For Immediate Release

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Toyota Donates New Tundra Truck to Land Conservancy Presentation Ceremony at Native Plant Nursery in San Pedro

July 28, 2010. The Palos Verdes Peninsula Land Conservancy (PVPLC) will host a presentation ceremony to receive a 2010 Toyota Tundra truck donated by Toyota Motor Sales U.S.A. of Torrance, California, to assist in the habitat restoration and trail maintenance work on the Preserves.

The event will be held on Saturday, July 31 at 9:00 AM at the Land Conservancy's native plant nursery in San Pedro (map of the location at the Defense Fuel Supply Point is attached.)

With the acquisition of the 191-acre Upper Filiorum parcel in 2009, the land managed by the Conservancy has quadrupled to nearly 1600 acres in the past five years. As part of its stewardship responsibilities, the PVPLC has a work crew that needs to be transported, often to remote locations on the Preserves.

As Andrea Vona, Executive Director of the PVPLC notes "Many of the native plant restoration sites are in steep and rugged areas where we need a vehicle with rough-road capability to transport the crews and equipment and to remove waste material. The Tundra truck that Toyota is providing us for these purposes will help us to achieve our challenging restoration goals."

"We feel that the PVPLC mission and programs align very closely with our corporate objectives," said Michael D. Rouse Vice President, Philanthropy & Community Affairs. "Toyota and the PVPLC share a passion and a track record for environmental leadership and community involvement. We are delighted to assist in this program which not only has an important land stewardship program but also provides a healthy environment for the communities in which we live and work."

Steve Wolowicz, Mayor of the City of Rancho Palos Verdes will preside at the function.

The ceremony is being held in conjunction with a volunteer day for the Los Angeles Chapter of the Japan Business Association (JBA) where 40 JBA executives and their family members, will be assisting with transplanting native seedlings and doing other restoration work at the Nursery.

The Palos Verdes Peninsula Land Conservancy is a nonprofit community-based organization dedicated to preserving land and restoring habitat for the enjoyment and education of all. The Conservancy owns or manages the Palos Verdes Nature Preserve, the Linden H. Chandler and George F Canyon Preserves in Rolling Hills Estates the White Point Nature Preserve, a facility of the LA City Department of Recreation and Parks, and habitat restoration on the Defense Fuel Supply Point in San Pedro.