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Toyota helps drive a GREENER Farm Show



Toyota makes a splash - Jordan Underhill, of Canada's Outdoor Farm Show (centre) with Catherine-Lucie Horber and Warren Orton of Toyota Canada, at Toyota's head office in Scarborough, Ontario.

WOODSTOCK, ON - Farmers grow green - Farmers know green. So, for environmentally conscious companies like Toyota Canada, partnering with the Farm Show **'Where Farmers Meet'** is a natural fit.

Canada's Outdoor Shows is pleased to announce that Toyota Canada has committed to a multi-year partnership as the "Official Vehicle Sponsor" of Canada's Outdoor Farm Show, held in Woodstock each September. Toyota will also continue as "Presenting Sponsor" of the Sustainable Energy Expo at the Farm Show, following a successful debut last year. Linas Balaisis, National Marketing Manager at Toyota Canada, says their company's success at Canada's Outdoor Farm Show over the past two years made this long-term commitment an easy decision.

"We love the outdoor format of the Woodstock event and it just keeps growing each year," said Balaisis. "We're thrilled to support such a successful international agricultural event that takes place in the hometown of what will soon be our newest manufacturing operation."

Production of the Toyota RAV4 begins this year at the new plant in Woodstock, providing a significant boost to the local Woodstock economy. Canada's Outdoor Farm Show also provides a boost each September, attracting nearly 40,000 people to Woodstock during the three day event. In fact, Toyota plans to encourage even more attendees in 2008 by offering a \$10,000 cash prize incentive for one lucky Farm Show attendee/registrant. Mayor Michael Harding says the partnership is a 'win-win' for everyone involved.

"This agreement is a perfect demonstration of the great things that can happen when neighbours come together," says Harding. "With Toyota's participation, Canada's Outdoor Farm Show will be able to better showcase what the Woodstock community has to offer to farm families and agri-business."

In order to meet the expanding needs of exhibitors at the Farm Show, Toyota will be sponsoring the exhibitor business centre as well as the annual exhibitor gala. Toyota will be raising the bar at their own exhibit by offering attendees an opportunity to 'ride and drive' trucks and SUV's on an off-road track & hybrid vehicles on-road.

"Toyota's new three-year commitment to Canada's Outdoor Farm Show proves they are dedicated to the agricultural industry for the long haul," says Jordon Underhill, the Show's General Manager. "The new Tundra pick-up truck boasts all the capabilities and features that commercial farm families require. If you're not yet a believer, you can test drive a Tundra at the Show."

Canada's Outdoor Farm Show celebrates its 15th anniversary September 9 to 11, 2008 at Canada's Outdoor Park near Woodstock.

www.outdoorfarmshow.com

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