

Make It a December to Remember with Lexus 'Check In For Charity' Social Campaign

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TORRANCE, Calif. (Dec. 3, 2012) – Coffee shops, malls, restaurants, concert venues, even the office are all check-in locations that can help raise money for a good cause during the Lexus “Check In for Charity” social media campaign this holiday season. Now through Jan. 2, 2013, Lexus invites Facebook and Foursquare users to visit its new “Check In for Charity” app to start making this a December to Remember for children across the country.

Users visiting LexusCheckInforCharity.com will be asked to connect their [Facebook](#) or [Foursquare](#) accounts. Once connected, each check-in between Dec.1 through Jan. 2 will automatically generate a \$10 donation, up to \$100,000, from Lexus to Boys & Girls Clubs of America. Even if the user never returns to the web app, check-ins will continue to count toward a donation. Additionally, a check-in at any Lexus dealership will double a user’s donation tally for the entire day.

“The holidays are a busy and social time of year,” said Brian Smith, Lexus vice president of marketing. “As we all get out there to shop, dine and entertain family, we also want to create an opportunity for people to easily give back to a great cause. So remember, while you’re out looking for the perfect gift or seeing the newest Hollywood blockbuster, connect with our app, check in and help donate to Boys & Girls Clubs of America.”

The web application also features a leaderboard showcasing the most active donors by check-in; views are sortable by user, location, category and city. A dynamic map offers users an opportunity to review their own check-ins and donation tally, as well as compare their results with Facebook friends and the rest of the country.

“Charitable giving allows us to create meaningful programs that meet the needs of the youth we serve, especially those most in need. We’re honored that Lexus has chosen to affiliate its ‘Check In for Charity’ program with our organization,” stated Christina Alford, vice president, national corporate partnerships for Boys & Girls Clubs of America. “Thank you in advance to Lexus’ online community for making Boys & Girls Clubs of America a part of your holiday season.”

Lexus’ social media campaign is part of the December to Remember Sales Event, reminding everyone that now is the perfect time to get out and live life. To honor this notion, Lexus will also create a “Snow Day” event for nearly 120 children from the local Boys & Girls Clubs of the South Bay at the automaker’s Torrance, Calif., headquarters. On Dec. 13, Lexus executives and associates will spend an afternoon of fun with the children; the event will feature real snow, arts & crafts and refreshments. And to fully realize the notion of getting out for a good cause, Lexus has planned to shut down its social media pages from the afternoon of Dec.13 through the morning of Dec. 17. The unprecedented social media “white out” means Lexus will not be updating its social media pages during this time. The hope is that fans will follow Lexus’ lead to unplug – get out there but still check in for charity – during the holidays.

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