

Lexus Raises Funds for Toys for Tots as Part of December to Remember Big Red Bow Social Media Campaign

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TORRANCE, Calif. (Dec. 2, 2011) As part of its popular annual December to Remember sales event, Lexus announced today that it will donate \$5 to Toys for Tots for every big red bow shared via Facebook and Twitter. The campaign ends Jan. 3, 2012, with Lexus providing a maximum donation of \$100,000 for the social media fundraiser.

On Facebook, fans make the donation through one simple click on the December to Remember tab at facebook.com/lexus. Twitter users can spread holiday joy using the #lexusbigredbow hash tag. This is the first time Lexus has done a charitable drive using social media channels.

“The annual Lexus December to Remember campaign has become an iconic part of the holidays over the years,” said Brian Smith, Lexus vice president of marketing. “By engaging our fans and followers via social media, we’re welcoming them to join in the holiday cheer while raising funds for a meaningful cause.”

The campaign is part of The Lexus Pursuit of Potential, Lexus’ philanthropic initiative that generates up to \$5 million annually for organizations that help build, shape and improve children’s lives.