



NATIONAL FFA CONVENTION
October 22-25, 2008

National FFA Organization
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NEWS RELEASE

INDIANAPOLIS –FOR IMMEDIATE RELEASE

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Toyota Gets FFA Convention Rolling in Indianapolis

Indianapolis (Oct. 14, 2008) – Toyota and the National FFA Foundation launch the 81st National FFA Convention with the delivery of 55 Toyota courtesy vehicles at the Indiana State Fairgrounds tomorrow. Toyota donates the use of these vehicles as part of their \$1.4 million, two-year commitment to the National FFA Foundation.

The Toyota vehicles, including 3 Sequoia, 23 Sienna and 14 Tundra manufactured in Princeton, Ind., roll off the massive transport trucks at 8 a.m. on Wed. Oct. 15, 2008. This unofficial launch of the National FFA convention allows the members, staff and officers of FFA to celebrate the annual event with Toyota representatives as they prepare for the next few days. The FFA staff and students use the vehicles to move through Indianapolis and central Indiana over the course of the convention – Oct. 22 – 25.

“On the same day Toyota makes their generous delivery, the event banners for the convention go up downtown, and Georgia Street becomes FFA Way,” said Dennis Sargent, executive director of the National FFA Foundation. “This really marks the kick-off of the convention; much of which would not have been possible without Toyota.”

Andre Halvorson, Toyota Truck Field Manager – Chicago Region and Sargent will say a few words to commemorate the event as the trucks are divided among the staff and officers. The national FFA convention marks one of the largest annual events to converge in Indianapolis. With more than 500,000 student members, the National FFA Organization floods the city with nearly 50,000 of their members in their distinctive blue jackets each year, and Toyota helps to move them around town.

The FFA Mission: FFA makes a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education.

“FFA provides countless opportunities and valuable experience to the future agricultural leaders of America,” said Halvoroson, Toyota Truck Field Manager – Chicago Region. “We take great pride in being part of that process.”

Toyota also sponsors the National FFA Days of Service. As part of the National FFA convention, the Days of Service provides an opportunity for FFA members to assist local community organizations, such as: Gleaners Food Bank, IndyParks and Habitat for Humanity. The program focuses on teaching students to identify the needs of a community and developing the skills that can help to meet those needs.

“We can help empower the students, so that they can bring positive changes in their own communities,” said Sargent.

Timberland will co-sponsor the FFA Days of Service.

New this year, the National FFA Convention Fleet will be powered by 100% American energy donated by Indiana-based CountryMark.

"We're thrilled to partner with Toyota to get the National FFA Convention Fleet rolling," said CountryMark Vice President of Marketing Jon Lantz. "During their convention, National FFA leaders will be driving vehicles built in Indiana and powered by fuel sourced and refined here in Indiana."

CountryMark has made a commitment to keep the National FFA Convention Fleet fueled up and ready to go. Among its three unique features, the fuel starts with 100% American crude oil. Then, it's enhanced with 10% ethanol, and lastly, it contains a new Top Tier detergency package, which helps gasoline engines run more efficiently.

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The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 507,763 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,439 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. Visit www.ffa.org for more information.

Toyota Motor Sales (TMS), USA, Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion vehicle brands in the United States, celebrating its 50th anniversary in America this year. Established in 1957, TMS markets products and services through a network of more than 1,400 Toyota, Lexus and Scion dealers. Toyota directly employs over 33,000 people in the U.S. and sold more than 2.5 million vehicles in 2006. For more information about our company, please visit <http://www.toyota.com/>, <http://www.lexus.com/> and <http://www.scion.com/>

CountryMark is Indiana's only American-owned oil refining and marketing company and is recognized nationwide as a leader in the distribution of biodiesel and ethanol. The company operates a refinery in Mount Vernon, headquarters in Indianapolis and fuel terminals located

in Mount Vernon, Switz City, Jolietville, and Peru, Ind; as well as Henderson, Ky. Nineteen regional cooperatives deliver CountryMark fuels, and an estimated 90 fuel stations carry CountryMark branded fuels in and around the state of Indiana. To learn more about CountryMark, go to [www.CountryMark.com](http://www.countrymark.com) <<http://www.countrymark.com>> .

The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 500,823 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,358 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. Visit www.ffa.org for more information.

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