



CULTURAL
AMBASSADOR
TO THE WORLD

ALVIN AILEY AMERICAN DANCE THEATER

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Alvin Ailey, Founder Robert Battle, Artistic Director Masazumi Chaya, Associate Artistic Director
Judith Jamison, Artistic Director Emerita Sharon Gersten Luckman, Executive Director

FOR IMMEDIATE RELEASE

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TOYOTA CELEBRATES CAMRY NEXT GEAR WITH ALVIN AILEY AMERICAN DANCE THEATER THROUGH SUPPORT OF 27-CITY TOUR ACROSS NORTH AMERICA

TOYOTA'S ALL-NEW CAMRY TO WELCOME AUDIENCES AT THEATERS IN FIVE CITIES
Camry Concierge Ultimate Experience Contest Runs Through May 9th

(New York) March 20, 2012 — **Toyota Motor Sales, U.S.A., Inc., Ailey's Official Vehicle Partner**, is providing support to bring Alvin Ailey American Dance Theater's inspiring performances to audiences in 27 cities through May. In conjunction with the tour, **Toyota's all-new 2012 Camry will welcome audiences at theaters in Houston, TX; Detroit, MI; Chicago, IL; Newark, NJ and Baltimore, MD.** Toyota is also offering Ailey enthusiasts in those cities an opportunity to win two tickets and be chauffeured in the 2012 Camry to an Ailey performance courtesy of *The Camry Concierge Ultimate Experience*.

The Camry Concierge Ultimate Experience offers Ailey fans a chance to win a trip for two to see Ailey in **Houston, Detroit, Chicago, Newark or Baltimore**. One winner in each city will receive a night out on the town that includes door-to-door Camry Concierge service in the all-new 2012 Toyota Camry, premium seats to see an Alvin Ailey American Dance Theater performance and an exclusive behind the scenes backstage tour in select markets. In conjunction with Toyota's innovative Entune™ multimedia system, which is available in the all-new 2012 Camry, winners will also choose prizes highlighting popular Entune apps including a year subscription to Pandora, Movie Passes courtesy of MovieTickets.com or restaurant gift certificates courtesy of OpenTable.com. Beginning now through May 9th, entrants can apply once a day for a chance to win at conciergesweepstakes.com.

"Toyota's renewed partnership supports Ailey's mission to inspire, enlighten and unite people of all backgrounds," stated Sharon Gersten Luckman, Ailey Executive Director. "We applaud Toyota for their significant backing of Ailey and their ongoing efforts to bring artistic excellence to communities across the U.S."

Recognized by U.S. Congress as a vital "American Cultural Ambassador to the World," Alvin Ailey American Dance Theater celebrates the human spirit with breathtaking artistry that uses the African-American cultural experience and the American modern dance tradition. "Alvin Ailey is a very special partner to Toyota and we are celebrating our fourth year of collaboration by featuring the all-new Camry as the official vehicle for their 27-city North American Tour," said Dionne Colvin, Toyota National Media Manager. "The redesigned 2012 Toyota Camry reflects the exceptional performance, dynamic style and timeless artistry that audiences experience in Ailey's stunning performances."

Audiences will be introduced to the 2012 Camry and its core features through an interactive environment in the lobbies of select theaters. As Alvin Ailey American Dance Theater is the epitome of a lasting artistic expression, the art installation will bring to life the current TV spot theme of "Everything you love, nothing you expect. Next Generation Camry-it will surprise you" and will highlight key attributes of the Camry while paying tribute to Ailey's enduring artistry with large format performance images that visually represent the Company's history.

Toyota Camry is the Official Vehicle Partner of Alvin Ailey American Dance Theater.

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**ALVIN AILEY AMERICAN DANCE THEATER - 2012 U.S. TOUR
VENUES SPOTLIGHTING THE REDESIGNED 2012 TOYOTA CAMRY**

Houston, TX- March 2-4, 2012

Detroit, MI- March 29-April 1, 2012

Chicago, IL- April 10-15, 2012

Newark, NJ- May 10-13, 2012

Baltimore, MD- May 22-23, 2012

Toyota Motor Sales (TMS), U.S.A., Inc. Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of nearly 1,500 Toyota, Lexus and Scion dealers which sold more than 1.64 million vehicles in 2011. Toyota directly employs nearly 30,000 people in the U.S. and its investment here is currently valued at more than \$18 billion.

For more information about Toyota, visit www.toyota.com, www.lexus.com, www.scion.com or www.toyotaneewsroom.com.

Alvin Ailey American Dance Theater, recognized by U.S. Congressional resolution as a vital American "Cultural Ambassador to the World," grew from a now-fabled March 1958 performance in New York that changed forever the perception of American dance. Founded by Alvin Ailey, and guided by Judith Jamison beginning in 1989, the Company is now led by Robert Battle, whom Judith Jamison chose to succeed her on July 1, 2011. Alvin Ailey American Dance Theater has performed for an estimated 23 million people in 71 countries on 6 continents, promoting the uniqueness of the African-American cultural experience and the preservation and enrichment of the American modern dance tradition. In addition to being the Principal Dance Company of New York City Center, where its performances have become a year-end tradition, the Ailey company performs annually at the John F. Kennedy Center for the Performing Arts in Washington, DC, the Auditorium Theatre in Chicago, the Adrienne Arsht Center for the Performing Arts of Miami-Dade County in Miami, The Fox Theatre in Atlanta, Zellerbach Hall in Berkeley, CA and at the New Jersey Performing Arts Center in Newark where it is the Principal Resident Affiliate), and appears frequently in other major theaters throughout the United States and the world during extensive yearly tours. The Ailey organization also includes Ailey II (1974), a second performing company of emerging young dancers and innovative choreographers; The Ailey School (1969), one of the most extensive dance training programs in the world; Ailey Arts in Education & Community Programs, which brings dance into the classrooms, communities and lives of people of all ages; and The Ailey Extension (2005), a program offering dance and fitness classes to the general public, which began with the opening of Ailey's permanent home—the largest building dedicated to dance in New York City, the dance capital of the world —named The Joan Weill Center for Dance, at 55th Street at 9th Avenue in New York City. For more information, visit www.alvinailey.org.

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