

Drive **memo**

Advertising Feature

By Douglas Fry



Canberra Toyota dealer principal Mirko Milic is committed to community initiatives like the CEO sleepout.

Toyota lends a helping hand

Canberra Toyota continued to demonstrate its commitment to a sustainable future by supporting the efforts of local students as part of Schools Tree Day on July 27.

A large mound of soil and dozens of native shrubs were donated by Canberra Toyota to the children at Latham Primary School, who spent the day eagerly digging, planting and learning about the importance of looking after the environment.

Dealer principal Mirko Milic said Canberra Toyota has been partnering with Planet Ark to support Tree Day for more than 10 years and the dealership welcomes the opportunity to engage with local schools.

"It gives the dealership a chance to become involved with local children who are the future of our local community," "The children love to get involved with the planting and become very attached to the gardens they create. This attachment encourages them to be looking out for their own school environment, which is what Tree Day aims to encourage."

Milic believes it is the responsibility of Canberra Toyota to support organisations like Planet Ark, because they could not undertake successful initiatives like Tree Day without corporate support.

"Canberra Toyota constantly looks for avenues to support the community that supports our business," "One charter in our company mission is to become a better corporate citizen in the Canberra region, which is something that I am passionate about."

Canberra Toyota has enjoyed a long history of involvement with ACT community causes since it was established in 1961.

The dealership is a proud sponsor of Camp Quality, the Canberra Cancerians Committee and Mix 106.3 special children's Christmas party, along with sporting teams like the Canberra Raiders and Belconnen Magpies AFL club.

Canberra Toyota's major community partner, however, is the St Vincent de Paul Society Canberra.

"We sponsor the annual door-knock appeal in Canberra as well as the CEO sleepout – I raised \$7655 this year – and the monster warehouse sale in November," Milic said. "Overall, we donate a percentage of every car sold to Vinnie's over the year."

Toyota's prominent commitment to the environment extends beyond Tree Day, of course, with its esteemed range of hybrid vehicles – which now includes the recently-released Camry Hybrid, Prius C (compact) and Prius V (seven-seater), with a luxury version of the Prius V due later this year.

"All of these have been big hits with the community, with a lot of government departments now taking on these cars as part of their new vehicle fleet policy," Milic said.

For more information, visit www.canberratoyota.com.au