

Miami Toyota of Hollywood Launches 'Leave the Highway' Program

Toyota and Audubon Invite Americans to Leave the Highway This Summer and Spend More Time in nature

MIAMI, FL, June 7, 2013 /EINPresswire.com/ -- Toyota and the National Audubon Society announced the launch of Exit the Highway, ExitTheHighway.com, an online summer travel program for the public to pledge to take the scenic, share inspiring photos of nature spots and connect in an interactive "Nature Near You" map, which crowd sources favorite places. As a bonus, participants are entered to win a Prius v from Toyota.

According to a survey led by Audubon and Toyota, 85 percent of Americans wish they could spend more time outside, and 78 percent are willing to drive 100 miles for a new scenic or nature experience.

In [Miami Toyota](#) of Hollywood hopes South Florida takes the road less traveled this summer. With the beach so close, the Everglades and an abundance of spots in Miami, Ft. Lauderdale and all of South Florida Toyota of Hollywood wants you to enjoy, capture and share the scenic drives around us at www.facebook.com/ToyotaHollywood.

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“At Toyota, it is not just about fuel efficient cars,” said Angela Serrano, Internet Director at Toyota of Hollywood. “It's also about inspiring people to join the conservation movement.”

Visitors to ExitTheHighway.com can find and share places to explore using the interactive "Nature Near You" map; find many free and low-cost kid-friendly nature centers in and around Miami, Ft. Lauderdale and all of South Florida.



In Miami Toyota of Hollywood wants you to take the road less traveled

They can also enter to win a Toyota Prius v by taking the pledge, submitting a nature photo,

putting a favorite spot on the "Nature Near You" map or sharing a story about driving the scenic route.

Toyota of Hollywood provides their [Toyota Miami](#) and [Toyota Ft. Lauderdale](#) customers with outstanding sales and service: trade-ins, financing and the best rebates on the largest selection of new and certified pre-owned Toyota cars, SUVs, minivans and trucks.   

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About the Survey:

The survey was fielded by Toluna PLC online among a representative sample of 1,030 U.S. adults. The survey was fielded May 14-16, 2013.

About Audubon

Now in its second century, Audubon connects people with birds, nature and the environment that supports us all. Our national network of community-based nature centers, chapters, scientific, education, and advocacy programs engages millions of people from all walks of life in conservation action to protect and restore the natural world.

About Toyota of Hollywood

Serving Ft. Lauderdale and Miami Toyota customers since 1981, Toyota of Hollywood is a Toyota South Florida dealership selling and servicing new and pre-owned vehicles. Toyota of Hollywood cars and trucks include the world's best-selling and most trusted cars. The company is backed by expert sales and service personnel to assist customers with all of their Toyota vehicle needs. For more information go to <http://toyotaofhollywood.com/> or <http://blog.toyotaofhollywood.com/>.

Toyota is committed to being a good corporate citizen in the communities where it does business and believes in supporting programs with long-term sustainable results. Toyota supports numerous organizations across the country, focusing on education, the environment and safety. To date, Toyota has contributed nearly \$700 million to philanthropic programs in the United States.

Company Contact Information

Toyota of Hollywood
1841 North St Road 7
Hollywood, FL 33021-3895
Phone (954) 874-2000

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Brian Anderson
Media Mash
7707267781
[email us here](#)

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