

**Toyota partners the Singapore Environment Council to Recognise Efforts of Young Environmental Journalists in Asia*****Toyota to present the SEC-Toyota Young Environmental Journalist of the Year Award at this year's Asian Environmental Journalism Awards***

**SINGAPORE, 17 September 2015** – Toyota is pleased to partner the Singapore Environment Council (SEC) for the 2015 Asian Environmental Journalism Awards (AEJA). As a sponsor for the AEJA, Toyota will present the SEC-Toyota Young Environmental Journalist of the Year Award to recognise the contributions made by outstanding young environmental journalists across Asia.

“Toyota advocates the cause for environmental protection and aligns strongly with the Singapore Environment Council’s vision of recognising the outstanding body of journalistic work contributed by young journalists. The SEC-Toyota Young Environmental Journalist of the Year Award was chosen as it represents Toyota’s commitment, not only to the environment, but also towards educating the youth about environmental issues. For this cause, we have been running CSR programmes in the region including the Toyota Eco Youth Programme” said Kaye Lim, General Manager, Public Affairs Department, Toyota.

Into its fourth year, AEJA encourages the media and its professional and citizen journalists across Asia, to uphold the responsibility to society, and play a pivotal role in urging stakeholders to achieve a collective vision of maintaining sustainable and green cities. The Young Environmental Journalist of the Year Award category, introduced in 2014, is targeted at journalists aged 18 to 30. The winner will take home the AEJA Trophy, on top of the SGD \$3000 prize money. **Winners** will be flown in to Singapore for the awards ceremony which will be held in Singapore on Tuesday, 20 October **2015**.

“As Toyota is a leading car manufacturer with a strong emphasis on environmentally-friendly practices, we are happy to have their support to raise awareness of regional environmental issues, inspire and educate society and nurture a culture that is aligned with sustainable development concepts,” said Mr Edwin Seah, Executive Director, SEC.

Toyota currently undertakes a wide range of CSR programs in Asia covering the domains of education, environment, road safety, arts and culture, community services, health and sports. For over 50 years, Toyota has been partnering with local communities and their governments as they have achieved economic progress. Some of the environmental initiatives undertaken by Toyota recently include the Toyota Adopt-A-Forest Project, Stop Global Warming Project, and the Toyota School Environment Program.

**ABOUT TOYOTA MOTOR ASIA PACIFIC PTE LTD (TMAP)**


**TOYOTA** Toyota Motor Asia Pacific is incorporated in Singapore and is the regional headquarters of its sole shareholder, Toyota Motor Corporation, in respect of distribution in the Asia Pacific region and regional treasury activities. The principal activities of TMAP are marketing and sales of motor vehicles, component parts, service parts and accessories as well as after sales customer service.

 [Toyota Website](#)

**ABOUT THE SINGAPORE ENVIRONMENT COUNCIL**

Established in 1995, the Singapore Environment Council (SEC) is an independently managed, non-government organisation that nurtures, facilitates and co-ordinates environmental causes in Singapore. SEC's work is founded on three pillars of action – Firstly, partnership with the people, private and public sectors of Singaporean society, to nurture a culture aligned with sustainable development concepts. Secondly, SEC rewards environmental excellence through awards schemes and product endorsement programmes, such as the Singapore Green Labelling Scheme. Thirdly, the SEC collaborates with partners to develop and implement training and learning programmes to build competencies in environmental sustainability within companies, thus keeping our business leaders ahead of the curve. Visit our website at [www.sec.org.sg](http://www.sec.org.sg).

 [@SECSingapore](#)

 [SingaporeEnvironmentCouncil](#)

 [SECSingapore](#)

---

**Press contact:**

Kaye Lim  
Public Affairs Department  
Toyota Asia Pacific Pte Ltd  
[Kayelim@toyota-asia.com](mailto:Kayelim@toyota-asia.com)  
Phone: (65) 6227 8011

Devane Sharma  
Public Affairs Department  
Toyota Asia Pacific Pte Ltd  
[Devane@toyota-asia.com](mailto:Devane@toyota-asia.com)  
Phone: (65) 6631 3678