

HRC VIDEO REQUEST FORM

DATE TO BE RECORDED _____

YES _____ NO _____ APPROVED BY: HRC PS MW MV /CONFIRMED _____

ORGANIZATION	Toyota Motor Sales / Toyota Family Learning Center
DATE OF EVENT	Oct - 29
LOCATION	DC - Nat'l Press Club
EVENT	Lunch, announcement ceremony
WHITE HOUSE STAFF CONTACT	Melanne
CONTACTS	
BILL TO	
SEND TO	
SEND VIA	REGULAR MAIL _____ FED EX _____ ACCT # _____ SATURDAY DELIVERY _____ AIRBORNE EX _____ ACCT # _____ PICK UP _____ CONTACT _____ PHONE # _____
FORMAT	VHS _____ BETA _____ BETA CAM _____ BETA CAM SP _____ 3/4" _____ OTHER _____
NOTES	



***NOTE TO
BRENDA/SABRINA:***

***PLEASE SEE BACK
BINDER POCKET FOR
ADDITIONAL
BRIEFING/BACKGROUND
MATERIAL THAT I HAVE
OBTAINED***



TOYOTA MOTOR SALES, U.S.A., INC.

Shinji Sakai
President and
Chief Executive Officer

19001 South Western Avenue
P.O. Box 2991
Torrance, CA 90509-2991
(310) 618-4707

July 23, 1996

Hillary Rodham Clinton, The First Lady
Office of the First Lady
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Dear Mrs. Clinton:

Thank you again for the recent opportunity to participate in the dedication event of the sculpture garden. I wanted to follow-up with a special invitation to join us for an announcement ceremony for our first Toyota Family Learning Center in Washington, D.C. Currently, Toyota has initiated eighty-six learning centers in fifteen cities.

The centers are part of our "Highways to Learning" efforts. They provide opportunities for a parent to secure a G.E.D. while their pre-school age children participate in special learning programs. It has been a major community investment area for us and we feel that it is supportive of your important efforts in this area.

The event is tentatively scheduled for October 29th as a luncheon at the National Press Club. I will ask our community affairs group to work with your office to coordinate the details of the event. I have also enclosed some background information on our project for your review.

Thank you for your consideration and we do hope that you will be able to join us. Your participation will certainly underscore the importance of innovative industry efforts to support the special education needs of our communities.

Sincerely,



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July 23, 1996

Hillary Rodham Clinton, The First Lady
Office of the First Lady
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Dear Mrs. Clinton:

My wife, Ryuko, and I would like to pass on our most sincerest thanks to you for the opportunity to participate in the recent dedication event of the sculpture garden. We are also very proud of our close friend Iris Cantor's support for this very worthwhile project. Your remarks were very noteworthy and the entire event is still a vivid memory to both of us. We also want to thank you for the very cordial hospitality that we received while as guests of The White House.

The chance to talk with you briefly was the highlight of the day, as well as the opportunity for a tour with the chief curator. I apologize for the premature invitation to join us for the announcement of our first Toyota "learning center" in Washington, D.C. A special invitation will come to you very soon and we would be honored to have you participate.

Thank you again, Mrs. Clinton, for allowing us to be a part of such a wonderful and inspiring event. Your gracious hospitality will be retold countless times to our friends back home. If I can ever be of assistance to you in the future, please do not hesitate to contact me.

Sincerely,



NATIONAL CENTER FOR FAMILY LITERACY - TOYOTA FAMILIES FOR LEARNING PROGRAM

Program Background & Objectives:

In 1991, Toyota joined with the National Center for Family Literacy (NCFL) to form the "Toyota Families for Learning" program to assist American families from repeating the cycle of functional illiteracy from generation to generation. To date, a total of \$7.5 million has been dedicated in 18 major cities to support this program. Toyota provides seed grant funds to launch and support the programs for the first three years, after which local funding sources are sought.

Toyota Families for Learning Centers can be found in the following cities:

Atlanta	Nashville
Chicago	New Orleans
Dallas	Pittsburgh
Denver	Richmond
Fort Lauderdale	Rochester
Lexington*	Seattle
Little Rock	St. Louis
Long Beach*	Tucson
Los Angeles	Washington, D.C.*

*Opening in 1996/97

Program objectives include:

- Increase visibility for Toyota's support of education in general
- Recruit program participants to NCFL
- Attract new financial support for NCFL
- Heighten public knowledge of the Family Literacy concept
- Favorably influence public policy to support family literacy

In 1994, NCFL established "National Family Literacy Day" which is celebrated each year on November 1st. In 1996 Toyota will be a co-sponsor, along with NCFL, of this event which will include a "Toyota Family Literacy Teacher of the Year" award. In addition, Toyota and NCFL will hold ceremonies announcing the opening of two new Toyota Families for Learning Centers in Washington, D.C. and Long Beach, California.

The Washington, D.C. kick-off event is tentatively scheduled for October 29, 1996 at the National Press Club. The event will include the announcement of the new family literacy center and possibly the announcement of the "Toyota Family Literacy Teacher of the Year". Invited guests will include Congresswoman Eleanor Holmes-Norton and U.S. Secretary of Education Riley.

TOYOTA

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FACT SHEET

WHO: National Center for Family Literacy and Toyota Motor Sales, USA, Inc.

WHAT: Celebration of National Family Literacy Day and announcement of the opening of two new Toyota Families for Learning centers in Washington, D.C. and Long Beach, CA.

WHEN: Washington, D.C., October 29, 1996, 10:00 a.m.
Long Beach, CA , November 1, 1996, 10:00 a.m.

WHERE: Adams Elementary School Long Beach School for Adults
19th and California Sts NW 3701 East Willow Street
Washington, DC 20001 Long Beach, CA 90815

WHY: Toyota and NCFL partnered in 1991 to create Toyota Families for Learning centers in cities across the United States. The family literacy programs bring parents and their children together in the classroom to learn and support each other in their efforts to further their education and improve their life skills. As parents identify their strengths and develop their skills, essential messages about the importance of education are passed on to their children.

To date, more than 80 Toyota Families for Learning program sites can be found in 18 cities across the nation, representing an investment of nearly \$9 million.

In recognition of National Family Literacy Day, Toyota and NCFL will announce the opening of two new Toyota Families for Learning centers in Washington, D.C. and Long Beach, California. National Family Literacy Day (officially observed on Nov. 1st each year) is celebrated by communities across the country with special events and activities that showcase how parents and their pre-school age children are changing their lives and shaping their futures by going to school together.

**Toyota Families for Learning Center
Proposed Agenda
Long Beach Press Event**

TIME*	REMARK CONTENT	SPEAKER
10:00 a.m.	Emcee/Welcome Guests/Recognize National Family Literacy Day/General announcement of program/Introduce S. Darling	J. Olson
10:05 a.m.	Recognize NFLD/Family Literacy/Toyota Partnership	S. Darling
10:11 a.m.	Introduce Secretary Riley(invited)	J. Olson
10:12 a.m.	Importance to field of education	Riley
10:18 a.m.	Introduce Mayor O'Neill(invited)	J. Olson
10:19 a.m.	Importance of program to City of Long Beach	O'Neill
10:25 a.m.	Introduce State Superintendent Eastin(invited)	J. Olson
10:26 a.m.	Importance to State	Eastin
10:32 a.m.	Introduce Superintendent Cohn(invited)	J. Olson
10:33 a.m.	Importance of Program to district	Cohn
10:39 a.m.	Introduce former parent/student	J. Olson
10:40 a.m.	What I have gained from this program	Former parent/student
10:46 a.m.	Introduce theme of building block visual	J. Olson
10:47 a.m.	Building Blocks Visual	Parents, children, NCFL & Toyota reps
10:53 a.m.	Closing Remarks/Q & A	J. Olson/All
10:58 a.m.	Refreshments Served	

***Times are approximate**

**Toyota Families for Learning Center
Proposed Agenda
Washington, D.C. Press Event**

TIME*	REMARK CONTENT	SPEAKER
10:00 a.m.	Emcee/Welcome Guests/Recognize National Family Literacy Day/General announcement of program/Introduce Sharon Darling	D. Smith
10:05 a.m.	Recognize NFLD/Family Literacy/Toyota Partnership	S. Darling
10:11 a.m.	Introduce Secretary Riley(invited)	D. Smith
10:12 a.m.	Importance to field of education	Riley
10:18 a.m.	Introduce Congresswoman E. Holmes-Norton(invited)	D. Smith
10:19 a.m.	Importance to DC Area	Holmes-Norton
10:25 a.m.	Introduce Superintendent Smith(invited)	D. Smith
10:26 a.m.	Importance of program to the district	Smith
10:32 a.m.	Introduce Former parent/student	D. Smith
10:33 a.m.	What I have gained from participating in this program	Former parent/student
10:39 a.m.	Introduce theme for building blocks visual	D. Smith
10:40 a.m.	Building blocks visual	Parents, children, NCFL & Toyota reps
10:45 a.m.	Closing Remarks/Q & A	D. Smith/All
10:50 a.m.	Refreshments Served	

***Times are approximate**

draft/eh

FIRST LADY HILLARY RODHAM CLINTON
TOYOTA FAMILIES FOR LEARNING PROGRAM
VIDEOTAPED REMARKS
OCTOBER 7, 1996

Join together for I am delighted to be part of this event and ~~I'd like~~ *have the chance to* to wish all of you the best as we celebrate National Family Literacy Day.

~~Toyota deserves to be a leader~~
Congratulations on the latest additions to the ~~now~~ more than 80 Toyota Family Learning Centers across the United States. These centers illustrate how the private sector can help to improve the lives of children and their families. By encouraging the involvement of parents in their children's education, and by providing mothers and fathers with the tools and skills to be better parents, these centers are paving the way to stronger families, stronger communities and a more promising future *for us all.*

I want to thank Toyota Motor Sales for their involvement in education and in communities all around the country -- *and for believing in the*

capacity of all Americans to learn and grow

throughout their lifetimes.

H

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~~that can come~~
~~when the private~~
~~sector~~

reflect
They good
that can come
when the private
sector a
company is
willing to invest
in ~~is~~ bettering
the life of ~~people~~
in ~~the~~
community around
it.

*Already there
are more than
80 centers...*

① Today we
celebrate the
addition of
2 new ~~top~~
centers --
in L.B. + D.C. --
that will increase
the learning potential
of children +
their families