



FOR IMMEDIATE RELEASE:
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City Renews Toyota Partnership to Provide Lifeguard Vehicles

PARTNERSHIP TO PROMOTE “WATER SAFETY DAYS” ON MAY 26 AT CITY BEACHES

SAN DIEGO – The City of San Diego has signed a new agreement that will have San Diego County Toyota Dealers provide up to 35 vehicles for use by San Diego Lifeguards. The agreement includes service and maintenance of the vehicles for a total savings of \$1.2 million to San Diego taxpayers.

Again this year, Toyota will be joining San Diego Lifeguards in promoting Water Safety Days at the start of the Memorial Day weekend and just in time to welcome a new fleet of 2017 vehicles that are hitting the beaches of San Diego.

The lifeguard vehicles provided by Toyota are a key tool in public safety efforts along the City’s beaches and cliffs. The San Diego coast is a popular destination for visitors and residents alike, keeping lifeguards busy with over 9,475 water rescues performed last year. To kick off the summer season, San Diego public safety personnel will be on hand to promote water safety at this event, as well as highlight job opportunities as a San Diego Lifeguard.

WHAT: Media Availability (Contact Mónica Muñoz at 619-807-4808 for desired timeslot.)

WHO: Chris Cate, Councilmember and Chair of the Public Safety and Livable Neighborhoods Committee
 Brian Fennessy, San Diego Fire-Rescue Chief
 Shelley Zimmerman, San Diego Police Chief
 Rick Wurts, San Diego Fire-Rescue Lifeguard Chief
 Bernie Perri, San Diego Toyota Dealers Association President
 Dana Greger, Toyota Los Angeles Region Marketing Manager

Daniel Ross, Toyota Los Angeles Region Distribution and Sales Manager
Natasha Collura, Corporate Partnerships and Development Director

WHEN: Friday, May 26, 2017, 5 a.m. to 9 a.m. (Mid-day news live shots possible)

WHERE: Mission Beach Park
3100 Oceanfront Walk
(Grassy area along boardwalk)

VISUALS: Fleet of Toyota lifeguard vehicles
Rescue equipment and demonstrations
San Diego Lifeguard recruitment

NOTE: Interviews will be available from 5 a.m. to 9 a.m. Not all participants will be available for the full four-hour window. Lifeguards will also have survivors from previous rescues available for interviews

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