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## **TOYOTA SUPPORTS TRANSFORMATION OF MICHIGAN SCIENCE CENTER'S ENGINEERING THEATRE WITH \$1.44 MILLION DONATION**

### **Signification donation invests in Science Center's STEM mission**

**Detroit, July 19, 2016** – In support of creating the next generation of STEAM (Science, Technology, Engineering, Arts and Math) professionals, Toyota Motor North America has donated \$1.44 million to the Michigan Science Center (MiSci). This donation will be used to transform and upgrade the Toyota Engineering Theatre (TET), a unique, 4D multi-media experience that engages visitors with the transformative, dynamic and exciting world of engineers and engineering, as well as expand MiSci's ability for connected learning across the state of Michigan.

"It's critical to foster innovative thinking at a young age." Said Toyota Technical Center Senior Vice President Jeff Makarewicz. "Developing that interest early-on can create great opportunities not only for students, but for the industry as well. We're excited to make this donation, and for our continued partnership with the Michigan Science Center."

As the region continues to face a shortage of STEM professionals, it is important to expose children to the different opportunities and career choices available to them. The TET experience is designed to combat the negative attitudes and common misconceptions surrounding engineering. It portrays engineering and the world of science and math in a fun, dynamic way that not only increases awareness, but also changes attitudes.

"Toyota's donation allows the Science Center to do more than just upgrade the TET. This is an opportunity for us to present STEM in a relatable and relevant way, while increasing student interest in STEM careers," said Tonya Matthews, Michigan Science Center president and CEO. "This opportunity allows us to continue our mission of being a premier institute for STEM learning and experiences in Michigan."

Since 2008, the TET Experience has been activated more than 7,000 times – impacting 250,000 visitors and since that time, engineering has changed and the STEM sector is continuing to grow. Through Toyota's generous support, MiSci is able to meet these new demands and upgrade the TET technology, creating a more robust experience that will support engaging visitors in STEM exploration. The TET experience upgrades will include a



state-of-the-art HD projection system with 3D viewing capabilities; enhanced space and lighting for a more immersive experience, and the creation of universally designed videos for 4D theaters.

Additionally, MiSci will develop all new programming and educational initiatives for both teachers and students that will be utilized in conjunction with the TET as well as for connected learning that can be applied throughout the state of Michigan and beyond.

### **About the Michigan Science Center**

The Michigan Science Center is a hands-on museum that inspires curious minds of all ages to discover, explore and appreciate science, technology, engineering and math (STEM) in a creative, dynamic learning environment. It features five theaters, including Michigan's largest screen at the Chrysler IMAX® Dome Theatre; the Dassault Systèmes Planetarium; the Toyota Engineering 4D Theater; the DTE Energy Sparks Theater; the Chrysler Science Stage; a 9,800 square-foot Traveling Science Hall for special exhibits; hands-on exhibit galleries focusing on space, life and physical science; Kids Town just for pint-size scientists; along with, education and outreach programs. The Michigan Science Center is a 501(c)(3) nonprofit organization and does not receive any money from the city of Detroit or the state of Michigan. For more information, please call 313.577.8400 or visit the website, [www.Mi-Sci.org](http://www.Mi-Sci.org).

### **About Toyota**

Toyota (NYSE:TM), the world's top automaker and creator of the Prius and the Mirai fuel cell vehicle, is committed to building vehicles for the way people live through our Toyota, Lexus and Scion brands. Over the past 50 years, we've built more than 30 million cars and trucks in North America, where we operate 14 manufacturing plants (10 in the U.S.) and directly employ more than 44,000 people (more than 34,000 in the U.S.). Our 1,800 North American dealerships (1,500 in the U.S.) sold more than 2.8 million cars and trucks (nearly 2.5 million in the U.S.) in 2015 – and about 80 percent of all Toyota vehicles sold over the past 20 years are still on the road today.

Toyota partners with philanthropic organizations across the country, with a focus on education, safety and the environment. As part of this commitment, we share the company's extensive know-how garnered from building great cars and trucks to help community organizations and other nonprofits expand their ability to do good. For more information about Toyota, visit [www.toyotanewsroom.com](http://www.toyotanewsroom.com).