



"YOUR SOUTH TEXAS TOYOTA SUPER STORE!"

We wanted to take this opportunity to thank the Keeping Kids Safe Project for the excellent job they have done in arranging our 2012 Easter child safety event! The response we received from families was fantastic! It was a wonderful opportunity to give back to our community and the families continued to tell us how much they enjoyed this program all weekend long.

We were so glad to have an open and effective line of communication with the S.I.P. Kids Team. Our event coordinator addressed our questions and concerns in a friendly and professional manner. They obviously take pride in the work they do for communities.

We are excited to be able to work with such a reputable organization. We understand the importance of keeping children safe and this event helped us make a difference in our community – not only with parents and families – but also with potential customers for business purposes. We often talk about how culture and perception sell cars. This event helped shape perception of our dealership and added to our culture of great customer care. This event has also built a trust with our community.

Through this event, we were able to fingerprint over 200 children and provide families with great safety information. It drove a huge amount of traffic in our store. Over 700 people were in our store on Saturday and many would not have stopped by if it were not for the SIP program. We are looking forward to sponsoring our next event in the near future. Thanks again to S.I.P. Kids & the Keeping Kids Safe Project for all their hard work.

Sincerely,

Robert Morris
Director of Customer Relations
Mike Shaw Toyota