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Fordham Toyota Announces Bronx Council on the Arts as the Third 'Fordham Cares' Recipient. See press release below.

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Fordham Toyota Announces Bronx Council on the Arts as the Third 'Fordham Cares' Recipient

(December 9, 2011) This Saturday, December 10th Fordham Toyota, the Bronx' premier Toyota/Scion retailer 'Bronx-Driven' since 1989, announced the Bronx Council on the Arts (BCA) as the Bronx charity that received the most online votes in their 'Fordham Cares' Giving Back promotion on Facebook. Fordham Toyota will make a presentation at BCA's Holly Jolly Trolley event at Hostos Community College, 450 Grand Concourse at 149th Street at 1:30pm.

"We are very excited to have such a deserving charity like Bronx Council on the Arts receive our third Fordham Cares donation at their Holly Jolly Trolley event. It's going to be a good time and we're looking forward to giving our contribution just in time for the holiday season," enthused Anthony Renda, GM of Fordham Toyota.

Every 90 days, Fordham Toyota will contribute a portion of sales to one of three pre-selected community non-profits. Bronx-area non-profit organizations interested in becoming a part of this program are invited to contact GivingBack@FordhamToyota.com for more information.

Fordham Toyota initiated these giveaways while re-launching their social media site. Their new Facebook page offers fans access to exclusive offers, including new car deals, parts and service offers and used car specials at bargain prices.

Visitors can watch video walkarounds to check out a new Toyota before they buy and discover what neighbors say about their Fordham experience. Users can read service reviews and get to know Fordham, including useful information about buying a car. Friends can learn what's going on in and around the neighborhood and even find the cheapest gas in town.

To become a fan and enter to vote for a charity or win our next giveaway, visit Fordham Toyota at facebook.com/FordhamToyota or www.FordhamToyota.com. Fordham Toyota is located at 236 West Fordham Road, Bronx, NY. Their sales showroom and parts|service department are open Monday-Thursday 9-9, Friday-Saturday 9-6pm and Sunday 12-5pm.

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