

WHITE RIVER TOYOTA HELPS MOVE NEW LIFE INTO NORWICH COMMUNITY PLAYGROUND.

WHITE RIVER TOYOTA has received the Toyota President's Award for the **3rd year**. The award is given for excellence in all aspects of dealership operations.



Photo by Stanley Brick

White River Toyota staff, including (front) General Manager Pete Stoddard, (middle, from left) Salesman Mitchell Piper, Master Technician Chris Brooks, Technician Everett Towne, (back, from left) Service Manager Charles Decato, Sales Manager John Elliott and Parts Manager Todd Peck, pitches in for playground makeover.

The Norwich Community Playground in Norwich, Vt., had seen better days. With no upgrades for nearly a decade, the playground had lost its appeal for children.

When a group of concerned citizens began a grassroots campaign to update the equipment, White River Toyota in White River Junction swung into action. Fueled by community support, the project turned into an extreme playground makeover.

"Our dealership slogan is 'It's all about people,'" says General Manager Pete Stoddard. "To me, this effort fit in with that philosophy 100 percent."

In addition to a substantial cash contribution from the dealership, several employees donated their time, sweat and resources toward the completion of the project. When the time came to dig holes for

the fence and finish the landscaping, the service manager showed up with his own tractor and worked alongside the dealership's dump truck.

"White River Toyota is incredibly supportive of the surrounding community, and projects like this benefit the whole area," says Jill Kearney, Director of Norwich Recreation Department. "It's incredible how giving the dealership and its staff have been."

Today, the Norwich Community Playground is both bigger and better. The brand-new equipment, built with safety and fun in mind, includes several colorful playhouses, a spring-driven seesaw, a sand pit, and a swing set for big kids and infants alike.

The crew at White River Toyota proves that joining in child's play can benefit neighbors of all ages.