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100 Black Men
In the Spirit of Giving

By Edwin Buggage

In the season of giving the 100 Black Men of New Orleans is giving back to the young people of the City. This is an organization that's mission is to mentor and provide support to the youth preparing them to become leaders in the City of New Orleans. “Our key role is that we mentor and provide hope and opportunity for our youth,” says Gerald Brooks, Chairman of their Scholarship Gala. Speaking of the event and how its changed lives he remarks, “Over 20 years we have given 200 students scholarships to college, we try to provide young men with options to the streets and a life of crime. We stress getting an education and establishing yourself in society and that’s the way to be a success in life.”

The organization has a rich history of uplifting and inspiring young people. 100 Black Men of America, Inc. was founded in 1963 and has more than 10,000 members worldwide with 115 chapters. Its mission is to improve the quality of life and enhance educational opportunities for African-Americans. Members of The 100 continue to serve as a strong force in the world by overcoming the cultural and financial obstacles that have limited the achievements of some African-Americans, particularly young African-American males.

Kevin C. Hill, President of 100 Black Men of Metropolitan New Orleans commented, “Since the inception of our chapter, we have been a formidable force in serving New Orleans and the surrounding communities. We recognized early on during our tenure, that if our City was going to thrive, it was im-

Cover Story, Continued on next page.
important that we take a frontline approach in addressing some of the issues that plague our community. Education, mentorship, health and wellness and economic development have been our leading initiatives.” Hill also added “Focusing on the youth is important now more than ever and we will continue to develop and implement programs that positively impact the lives of our youth and the citizens of New Orleans.”

The 100 Black Men of New Orleans are also involved in sponsoring other events including the Tommie Smith Track Meet, “We had over 8000 young people come out to the event and we are glad to be involved in things that give our youth something positive to participate in,” says Brooks.

As many problems plague young Black boys, the 100 are dedicated to righting the wrongs and directing young people to a brighter future. “We have over 8000 young people come out to the event and we are glad to be involved in things that give our youth something positive to participate in,” says Brooks.

Continuing he says, “We have kids that we may help, but then they may have a poor home life or other things that steer them in the wrong direction, this is something that has to stop, we cannot continue to allow our children not to have a chance at being successful. It is all of our responsibility to help our young people.”

The 100 Black Men New Orleans Chapter has been in existence for over two decades and continues to be active in many civic projects around the City and continuing to grow its ranks, “We have many dedicated men in our organization, but we are always looking for positive foot soldiers to build our community and give our men another avenue of fellowship,” says Brooks.

Today New Orleans is a City that is resurrecting itself and the 100 is a positive force for change. Brooks says that many people are always talking about the problems but many do not offer solutions. He feels the time is now for people in the community to take responsibility for all the children and lend a hand in shaping the future of the City by giving them the things they need to contribute in a positive way to society.

New Orleans is a City known for its culture, and its great food and Gerald Brooks uses this as a metaphor when describing to the youth his recipe for a successful life, “Be dedicated, educated and believe and with these three things your gumbo will be excellent because you will have everything you need to have a prosperous life.”

The 100 Black Men continues the legacy of helping young people and inspiring them to reach higher and its record of success with its many programs and initiatives shows that with a little encouragement and nurturing the lives of our young people, the sky is the limit and they can reach their full potential.
Tying a New Tradition

Wilbert “Chill” Wilson held Mr. Chill’s Tie Tying: Tying a new tradition, where he brought men together from around the community with one goal in mind saving the next generation. Photos by Glenn Summers

Zulu Holiday Basket Give Away
Photos courtesy of Ray Bonnee of Bonneefied Images, LLC
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DILLARD UNIVERSITY
2601 GENTILLY BLVD.
NEW ORLEANS, LA 70122
By Edwin Buggage

As the state of the music industry is in free-fall it is also trying to figure out a way to sustain itself in the face of a changing marketplace. In recent times there have been only a few artists who have been able to sustain both critical and commercial acclaim. Two of these artists recently hit the stage in New Orleans as part of the Watch the Thone Tour.

Industry heavyweights Jay-Z and Kayne West took to the stage and amazed the crowd with a two and a half hour set that kept the people on their feet, pumping their fist and flashing their diamond signs all night. As this tour has been to many cities since beginning, many have reviewed both the album that bears its name and the show. So as to not be ad nauseum writing about the show I would like to use this space to write about the cultural impact of these two talented performers.

In his rise Jay-Z has come to transcend hip-hop and is a ubiquitous part of popular culture. Becoming a pitchman for products and additionally being praised for his business acumen; Meeting with the likes of Warren Buffett and his pairing with Superstar Entertainer and Businesswoman Beyoncé Knowles to becoming the power couple of the 21st Century. He has had a best-selling book Decoded and has even come to have a college course taught by Georgetown Professor and Public Intellectual Dr. Michael Eric Dyson analyzing his rap lyrics as social criticism and commentary. Looking at his career in retrospect I would have never thought that the guy I interviewed early in my journalism career in 1995 inside a small crowded hotel room at the Sheraton Hotel on Canal Street would become the phenomenon he is today. Because then as he is now in a more modified form is a man of few words, seemingly shy and lacking any visible signs of the X-Factor, that is of course until he hits the stage where his charisma, swagger and undeniable talent takes charge. I remember his then business partner Dame Dash telling me Jay-Z and Roca-A-Fella Records is going to take over the industry, I read through his press kit and listened to the two songs on a cassette tape, Dead Presidents and Ain’t No N***a featuring a then unknown female rapper called Foxy Brown. I thought yeah he has a nice flow and the songs were good, but at the time I must honestly say that I wouldn’t in my wildest dreams think superstar, multiplatinum or the iconic almost cult-like status he enjoys today.

In my many years of writing about music and culture I must admit I’ve become cynical of fly by night artist who are here today gone tomorrow. Of those who capture the public’s imagination with a hit record and then disappear into the where are they now category. Jay-Z and his partner in rhyme Kayne West have continued to stay relevant and make a statement with their music. Kayne West, who for some is controversial at times, is truly one of the most talented producer/artist of his generation. Making music for himself and creating hits for other artist, West is a hit making machine where most of the things he touches turns into not to gold but platinum. In his decade in the industry since blazing upon the mainstream scene producing IZZO (H.O.V.A.) for Jay-Z, West continues to be an artist that has a global impact on music, fashion and culture that rivals Jay-Z. In his art he has married the best of old school hip-hop production and given it a new school sensibility with his socially conscious intelligent rhymes that covers a range of topics from poverty, relationships, racism and classism and corporate greed.

He is an artist of courage who has not allowed the industry to place a muzzle on him in issues that matter to society. He grabbed headlines in 2005 during a Hurricane Katrina Telethon he made a statement that caused a firestorm in saying the President George W. Bush doesn’t care about Black People for what he allowed to happen to people during the storm and its aftermath. West at his best, as many of the great artists of the past have used his art, gives voice to the voiceless. Today the music industry and particularly hip-hop is at a crossroads, where it is fighting to stay commercially viable and culturally relevant. It is a time where artist have to ask themselves tough questions of themselves. For instance the balancing act of choosing to stay authentic while at the same time put out music that the people want? Both Jay-Z and Kayne West have been able to do both, put out work that is in the tradition of the essence of hip-hop challenging, analyzing and critiquing society from the perspective of the urban Black male. And also being successful doing work within a business structure that they have like no other generation of artists has been able to financially maximize on their respective talents. These two artists are examples of a new breed armed with talent, smarts and business savvy. It is a fact that in today’s entertainment business talent alone is not the only measure of success, and for what Jay-Z and Kayne West have done individually and collectively they have earned their seats on the throne.
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**“Occupy the Hood ... Now!”**

**by Lucius Gantt**

**NNPA Columnist**

As a 19-year-old Georgia State University student, I became a member of my fraternity's pledge class. As a pledge, I was beaten unmercifully, ridiculed, taunted and more, as was the tradition in a variety of campus groups.

Once I crossed “the burning sands,” so to speak, and became a founding member of the GSU chapter of the fraternity, I was elected founding president by my founding brothers.

One of my first acts as president was to prohibit hazing! Yes, my brothers put stress on future pledges, but more often than not we required them to wash cars, run errands, do homework, raise money or volunteer in the community, for instance.

Hazing everywhere

If you don’t know, hazing is a crime; despite that fact, hazing goes on essentially at every college campus in every state and in most cities.

You tell me the name of any former or current college student that has ever been a part of a fraternity, sorority, band, athletic team, military unit or secret campus society that has not been hazed or does not know if hazing exists! Hell, you don’t even have to be a college student to know that hazing possibly exists.

Earlier in 2011, a criminal act was allegedly committed at Pennsylvania State University, once it was learned that university officials and administrators were aware of suspicious acts involving possible crimes against a young person, the athletic director was fired, coaches were fired, assistant coaches were fired and even the President of Penn State University was fired.

The only person fired so far in the aftermath of the FAMU hazing tragedy has been the university band director. How convenient.

What do trustees have to do with it? University faculty, staff and administrators must be trained on ways to protect students by preventing activities that could be criminal or harmful to the students that attend the school.

If a crime has been committed and no one is liable or responsible for the death of a student, should we be concerned? Or is there a pecking order of college crime where some crimes are reported to police, some crimes are ignored, some are covered up and some are just bottled up for years by silent accomplices?

At Penn State, people with knowledge of possible criminal activity along with ultimate responsibility at the school, and those administrators that had the biggest university paychecks, were fired.

But not all schools are alike.

Buy Gantt’s latest book, “Beast Toc: Dead Man Writing” on Amazon.com and from bookstores everywhere.
Vanishing Pearls
The Oystermen of Pointe a la Hache, Louisiana
A documentary by Perspective Pictures

Vanishing Pearls shares the story of the Oystermen of Pointe a la Hache, Louisiana. This town of nearly 300 is struggling to survive following the BP Oil Spill that left their crop dead, financiers in ruin and culture facing extinction. This film follows the first year after the Deep Water Horizon catastrophe, as the Oystermen struggle to survive in the face of extreme adversity. Without attention, the Oil Spill could be the death blow to this community that historically has been neglected by State of Louisiana. This documentary resonates further than just Pointe a la Hache. Towns like this exist throughout Southern Louisiana and they supply the United States with the majority of its seafood. If we don’t support these communities and demand they be protected, then Pointe a la Hache and the bayou towns of Louisiana that provide us all with so much will be one more treasure in a long list of cultural jewels that have vanished.

Please donate to this film so that we may complete post-production and the Story of the Oystermen can be told and can inspire the change needed to protect the environment, the industry, the fishermen and families of Pointe a la Hache.

90% of the film is complete. We have a year and a half worth of footage, original music and a first-hand look into the ramifications of the BP Oil Spill. Most importantly, we have documented a community that is barely known by the rest of the world.

This film is being made independently. By the grace of God and a truly generous crew we have been able to complete the majority of the film. The funds raised here will help complete post-production of the film. We need your help!

Nailah Jefferson is dedicated to producing media that brings a new perspective to what are thought to be conventional stories or ideas. Her mission is to use media as a tool to advocate on behalf of communities that are often voiceless and marginalized, especially those in her native Louisiana. She hopes that Vanishing Pearls will serve this purpose for the Oystermen of Pointe a la Hache who have faced unique struggles since the Deep Horizon Oil Spill.

New Orleans Corporations support our next-generation Entrepreneurs

A coalition of local companies this week completes a $50,000+ contribution toward the development of aspiring students and artists for 2012. Last March, the Clayton-Royer Family Fund and Young Aspirations/Young Artists, Inc. (YAYA) called upon local corporations to invest in the professional development of local youth. Over 20 local companies answered the call, investing a total of $54,000 in tomorrow’s entrepreneurs and workforce through the programs of YAYA, Inc. The Clayton-Royer Family Fund has matched this investment with a $50,000 contribution from the Fund.

Just Say YAYA, an Annual Fundraiser, will celebrate these contributions on December 8 at Blaine Kern’s Mardi Gras World. “The incredible generosity of Paige Royer and Kerry Clayton has inspired companies across New Orleans to invest in the students of YAYA,” says Kay Kerrigan, Just Say YAYA 2011 Corporate Chair. “It’s an investment our City will feel the impact of, for years to come.”

Fair Housing Center Files Suit Against Landlord Over Sexual Harassment In Housing

On December 2, 2011, the Greater New Orleans Fair Housing Action Center (GNOFHAC) and bona fide complainant, “Jane Doe” filed a suit against Ore Duckworth, a landlord in New Orleans, LA for discrimination on the basis of sex, including severe, pervasive and unwelcome sexual harassment, battery and assault. The lawsuit stems from multiple incidents that occurred between December 2008-January 2010 in which Mr. Duckworth subjected Ms. Doe to unwanted verbal sexual advances, unwanted physical sexual advances, and conditioned the terms of Ms. Doe’s tenancy on her submission to his sexual advances.

Under the Federal Fair Housing Act it is unlawful to deny a person housing or offer them different terms, conditions, or privileges because of sex. It is also illegal to interfere with a tenant’s enjoyment of the premises due to coercion, intimidation, harassment, threats or interference.

The complaint was filed in the United States District Court, Eastern District of Louisiana. It alleges that Mr. Duckworth repeatedly harassed and discriminated against his tenant in the following ways:

Unwanted verbal sexual advances

Unwanted physical sexual advances

Proposing for Ms. Doe for naked photographs and/or sexual activity in exchange for Mr. Duckworth paying bills, forgiving rental payments, or making legally obligated repairs to Ms. Doe’s unit.

Taking steps to evict Ms. Doe after she continued to refuse Mr. Duckworth’s unwanted advances.

Duckworth’s pervasive conduct created a hostile living environment that caused his tenant to live in fear for her safety and the safety of her children. The suit pray for relief in the form of compensatory and punitive damages.

During Ms. Doe’s tenancy, Mr. Duckworth subjected at least three other female tenants to repeated sexual harassment and discrimination of a similar nature to that which Ms. Doe experienced. GNOFHAC staff believes that Mr. Duckworth might have engaged in this type of behavior with numerous female tenants over the course of several years. Other women who may have experienced sexual harassment in housing should call the fair housing center.

GNOFHAC Executive Director James Perry comments, “Everyone deserves to feel safe in their own homes. Mr. Duckworth’s behavior is absolutely egregious and made Ms. Doe and her children feel unsafe at home. Sexual harassment in housing is a violation of civil rights laws and the fair housing center will do whatever it takes to make sure that Ms. Doe and any others who have experienced sexual harassment in their own homes can once again feel safe.”

The Law Offices of Sangissetty & Samuels, LLC is serving as co-counsel in representing Ms. Doe on this matter.

Volunteer Photographers Needed For Jazz Fest 2012

The New Orleans Jazz & Heritage Foundation Archive is seeking volunteer photographers to document the 2012 Jazz Fest. As it has for many years, the Jazz & Heritage Foundation Archive will organize a team of volunteer photographers to document various aspects of the 2012 New Orleans Jazz & Heritage Festival presented by Shell.

There are three categories for applicants: Student, Amateur and Professional.

The deadline to apply is Dec. 31, 2011. Participants must be at least 18 years old. Apply online here. The number of applications we can consider is limited to 150.

The Volunteer Photographer Program is a community outreach project of the Foundation. The goal is to provide Documentation of Jazz Fest for the Archive.

We’re looking for images that go beyond the music stage to capture the “internal culture” of the festival: the food, art and especially the people whose fashions and customs are crucial in defining the Jazz Fest experience.

Volunteer Photographers must be able to manage and edit hundreds or even thousands of digital images. They must provide and be responsible for their own photography gear.

They also must understand that the work is physically demanding. Photographers often walk many miles a day around the Fair Grounds. There can be a variety of weather conditions, including rain, sun and heat.

The dates of the 2012 New Orleans Jazz & Heritage Festival are April 27-29 and May 3-6.

For more information, please contact the Jazz & Heritage Foundation Archive by calling (504) 558-6138.
Cain’s Presidential Bid was Asinine-Nine-Nine

By George E. Curry
TheDefendersOnline.com

NEWS ANALYSIS

Herman Cain’s asinine campaign to become President of the United States is now toast. Not just toast – butarst toast. He officially flamed out Saturday on the heels – or, shall we say, high heels – of yet another woman accusing him of sexual misconduct.

The latest of five female accusers, Ginger White, claimed she and Cain had a 13-year affair and produced telephone bills and text messages proving that she and Cain had been in constant communication, sometimes at 4 a.m. Moreover, she said, Cain had lavished her with money and gifts and flew her to cities across the country where they rendezvoused at posh hotels.

“It wasn’t a love affair. It was a sexual affair, as hard as that is for me to say and as hard as it is for people to hear,” White said in an interview with MSNBC.

Cain fought back against Sharon Bialek, the first woman to go public with allegations of sexual harassment. Cain supporters tried to contain the damage by asserting it was simply a case of “he said, she said.” But a second woman Karen Kraushaar, came forward and before it was over, the total was five women and counting. “He said, she said,” quickly became he said, she said, she said and so on.

After the initial story was published by Politico, Cain vehemently denied the two allegations of sexual harassment; he also subsequently denied two more charges and the assertion of a long-term extramarital affair with an Atlanta woman. But much of the public remained skeptical, remembering New York Congressman Anthony Weiner’s week-long denial last summer and later confession that he had used his twitter account to send a nude photo to a woman he had used his twitter account to send a nude photo to a woman who was not his wife.

Sex scandals are nothing new to politicians, including Weiner; President Bill Clinton, South Carolina Gov. Mark Sanford, New York Gov. Eliot Spitzer, New Jersey Gov. James E. McGreevey, United States Senators Gary Hart, Bob Packwood, David Vitter and John Edwards, and Congressman Gary Condit.

A recent poll by the Pew Research Center for the People and the Press found that 46 percent of those interviewed said they would be less likely to vote for a candidate who had an extramarital affair in the past, compared to 49 percent who said it wouldn’t matter and 2 percent who said they would be more likely to vote for the flawed candidate. A majority of Republicans – 57 percent – said they would be less inclined to vote for an unfaithful candidate.

While slightly more than half of the public expressed forgiveness toward infidelity, the problem becomes magnified for conservative candidates campaigning on family values and morality. And that goes double for someone such as Cain, an ordained minister.

Although it was White, the lone Black accuser, who sealed Cain’s political fate, Cain’s quixotic campaign had been fading for weeks, largely because his explanations became less believable by voters and his failure, in some cases, to directly deny the specific charges.

In a Republican presidential field known for flip-flopping, Cain proved he can switch positions with the best of them. On CNN, he said that in the case of rape, a woman should make the decision about whether to have an abortion. But in an interview on CBS, he took a contrary position, objecting to abortion in all cases, including rape, incest or when the life of the mother is threatened.

Cain ran an unorthodox campaign to win the Republican nomination for president. When his competitors were crisscrossing Iowa, New Hampshire and South Carolina – the first states to hold Republican primaries or caucuses – Cain was promoting his new book in Alabama, Tennessee, Illinois, Texas and Indiana. In the week leading up to his withdrawal, Cain campaigned in Ohio, which has next to the last primary in the nation.

In addition to having a third-rate political operation, Cain simply wasn’t ready for Primetime. He was a male Sarah Palin. In debates, his 9-9-9 tax plan seemed to be his answer to every question. He blamed the media, Democrats and Republicans for his various missteps. He pointed fingers everywhere except where they belonged – at himself.

Even when his camp tried to blunt the sexual harassment charges by presenting his wife, Gloria, for a television interview, Cain overshadowed the story line by inviting himself to an editorial board meeting in Wisconsin – another state that does not vote early – and showing appalling ignorance about Libya, which was prominent in the news at the time.

At an editorial board meeting at the Milwaukee Journal Sentinel, Cain was asked a simple question: Do you agree or disagree with President Obama on Libya?

A videotape of the interview shows Cain, leaning back in his chair, staring at the ceiling and asking whether Obama had supported the removal of Muammar Gaddafi. After saying he disagreed with Obama, he said, “Um, nope that’s a different one.” Looking at the ceiling again, he said, “I got ta go back, see, got all this stuff twirling around in my head.”

Evidently stuff was twirling around in Cain’s head during his visit to a Cuban restaurant in Miami. When asked how he liked his snack, Cain asked, “How do you say ‘delicious’ in Cuban?” Of course, Cubans speak Spanish. There is no such language as Cuban.

Ironically, the candidate who sought to minimize the impact of racial discrimination in the U.S. said he was disliked by Democrats and the media because he was an “authentic” Black candidate. Cain said African-Americans were brain-washed into voting for Democrats. He predicted that he would receive one-third of the Black vote, proving that if Cain isn’t brainwashed, he’s brain-dead.

What Cain failed to realize was that conservatives weren’t so much interested in supporting him as they were ABM – Anybody but Mitt. First, there was flirting by Donald Trump and, to a less extent, Sarah Palin. After the rapid rise and fall of Michelle Bachman, Texas Gov. Rick Perry and Cain, Newt Gingrich, who has so much baggage that even Southwest Airlines charges him a baggage fee, is in the driver’s seat. And much of Gingrich’s rise has been at the expense of Cain, who will probably endorse him.

A month ago, a poll by the Des Moines Register showed Cain was favored by 23 percent of Republicans in Iowa. By the time the darling of the Tea Party exited the contest, his support had fallen to only 8 percent.

Cain may have gotten out of the race just at the right time. It was hard to take Cain seriously. His ever-present fedora hat made Herman Cain, the presidential candidate, look like Big Daddy Kane, and the rapper. And some say his political journey was all about promoting the Herman Cain brand, which was non-existent before he entered the presidential race last May. He sold many books while pretending to be a serious presidential candidate. Getting out now, before he embarrassed himself in Iowa, New Hampshire and South Carolina allows him to exit the stage without facing certain defeat at the polls. Closing one door at this time opens up other doors for yet more books, high-paying speeches and perhaps a network show on Fox.

That’s not asinine as you may think. Eliot Spitzer had a short-lived program on CNN and far more women have implicated Cain than the former New York governor. If that happens, it might not be the last time we hear Cain’s trademark, “Awww, Shucky Ducky Now!”

Former Republican Presidential Candidate and Businessman Herman Cain was forced to suspend his campaign this week in disgrace from repeated allegations of sexual harassment and a long-term extramarital affair.
On a Roll!

New Orleans Saints QB Drew Brees lit up the Mercedes Benz Superdome.

By Kingfish

The Saints are on a roll, getting hot just in time for a late season run to the playoffs. For two weeks in a row, the Saints have put together dominating wins over NFC opponents with winning records and in playoff contention. Beating the New York Giants on the Primetime Monday night stage when it was a must win game for The Giants. And then again this past weekend, returning to Primetime, when the NFL changed the game from a daytime game to the Sunday Night game. The Saints replaced the lowly Colts and Pats game that was originally scheduled for the Primetime slot. The Saints did not disappoint. Drew Brees lit up the Mercedes Benz Superdome for another three-plus yard game again this season in Primetime. That’s three this year and counting. The Bears, Giants and Lions all have succumbed to the Saints Primetime theatrics.

The Saints are 6 and 0 at home this season and are on a four-game winning streak. Brees hit 26 of 36 passes for 342 yards and three touchdowns with no interceptions. Earlier in the year I felt Brees was out of sync throwing the long ball specifically to the running game. Drew Brees lit up the Mercedes Benz Superdome for another three this season in Primetime. That’s three this year and counting. The Bears, Giants and Lions all have succumbed to the Saints Primetime theatrics.

The Saints Defense has a real challenge this week for three reasons. One, Chris Johnson is back to his old ways. This week he ran for over 150 yards and last week went for 199. Anyone that follows the NFL knows he is a beast. Two, it’s a road game. The Saints are 3 and 3 on the road this year. To be totally honest the Saints are a totally different team on the road. When you lose to a winless team and you’re winning your division that’s a problem. In that loss to the Rams; Steven Jackson made the Defense look like a college team and not LSU. Third, it’s outdoors with the possibility of rain, meaning not an ideal situation for throwing and Matt Hasselbeck is their QB; the same QB that torched the Saints in last year’s playoff game. I caution the Saints fans to not take this game lightly. This will be a battle as the Titans at 7 and 5 are looking to get in the playoffs.

Congrats to the LSU Fighting Tigers on a great season going a perfect 13 and 0. Winning the SEC Championship and place in the BCS Championship being held in the Mercedes Benz Superdome on January 9, 2012. LSU has played the roughest college schedule in the BCS area ever. If the Tigers beat Alabama ranked number two again they will go down as one of the best teams in NCAA history. Good luck to the Tigers, but I would like to send a special shout out to Jordan Jefferson. This young man has shown such strength in the eye of adversity that it should be noted, awarded and used as a how to for younger kids, especially African-American kids. I commend you young man and am very proud of you and the great support system you have in your parents, they obviously taught you well and you listened. GREAT JOB, now go get your prize!!!!

Let’s Geaux Saints!!
Can a new way of thinking save the world?

Next time you’re at the store eyeing those funny looking energy-efficient light bulbs, remember that they drastically cut down on greenhouse gas emissions from power plants. It’s a greener way of thinking, something that Toyota knows well. From hybrid technology to waste reduction.

The Toyota Green Initiative can help you think greener, too. Check out ToyotaGreen.com for ways to help the planet. You may want to start with a lightbulb.