



# TOTO®

**FOR IMMEDIATE RELEASE**

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## **TOTO USA Donates \$25,000 to Habitat for Humanity New York City**

*Luxury Plumbing Products Manufacturer's contributions include a \$5,000 cash donation and \$20,000 in high-end products that will be available to future homeowners of the Dean Street Residences in Brooklyn*

New York—April 20, 2017 – [TOTO USA](#), a leader in innovative high-end bathroom fittings and fixtures, announced today that it hosted a donor appreciation event in its flagship experiential Gallery for [Habitat for Humanity New York City \(Habitat NYC\)](#), a major advocate and developer of affordable homes for ownership, to celebrate its substantial product and monetary contribution. In addition to a \$5,000 donation, TOTO will donate 15 luxury, high-efficiency toilets and sets of high-end bathroom accessories, a total value of

\$20,000, to future homeowners of the Dean Street Residences in Brownsville, Brooklyn.



*Kicking off their new partnership, senior executives from TOTO USA and Habitat for Humanity stop for a handshake during donor appreciation festivities. Pictured (L-R) Toru Yamamura, President, U.S. and Canadian Sales Division, Kevin Burns, Senior Director, Northeast Sales Region, TOTO USA, and Karen Haycox, CEO, Habitat for Humanity New York City. Photo courtesy of Evelyn Dunn Steiner.*

"We are grateful for TOTO USA's generous donation to Habitat NYC and for their thoughtful contribution to support our future homeowners at our Dean Street Residences in Brooklyn" said Karen Haycox, CEO of Habitat for Humanity New York City. "At Habitat NYC, we believe that a family's strength, stability, and self-reliance begin in the home and that homeownership must be a choice available to all hard-working New Yorkers. We are tremendously grateful to our partners and volunteers across New York City for their help in making our work possible."

TOTO is the world standard in excellence for a quality bathroom experience. Since 1917, TOTO has leveraged technological innovation, pursued the highest levels of quality, incorporated high-aesthetic standards, protected the environment, and worked to improve consumers' lifestyles.

TOTO provides consumers with a range of products including faucets, toilets, baths, showers, accessories, and more to make their lives cleaner, healthier, less complicated, and more beautiful.

At last night's event, top executives from TOTO joined more than 75 Habitat NYC donors at TOTO's New York City Gallery for cocktails and a raffle of TOTO's [NEOREST 750H Intelligent Toilet](#) (MSRP \$10,200), [Carlyle II 1G Connect+ and WASHLET S350e](#) (MSRP \$2,468), and [WASHLET S350e](#) (MSRP \$1,560).

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“At TOTO, we are driven by a commitment to improve the quality of life for all people,” said Kevin Burns, Senior Director, Northeast Sales Region, TOTO USA. “For many New Yorkers owning a home is a path to better health, education, and financial outcomes for their families, and we support Habitat NYC’s vision to make affordable homeownership a choice throughout New York City. We are proud to support Habitat NYC and through our contribution of high-end plumbing products to provide future Habitat partner families a home that meets the highest of standards”

The Dean Street Residences in Brownsville, Brooklyn is a four story, 15-unit development consisting of two-bedroom apartments reserved for owners earning between 50% and 80% of the area median income (AMI). Among the building’s many amenities, the Dean Street is also a certified Enterprise Green Communities building, meaning residents will benefit from lowered utility costs and a more sustainable environment. The TOTO high-efficiency toilets and fixtures will complement the building’s eco-friendly features.

### **About Habitat for Humanity New York City**

Habitat for Humanity New York City transforms lives and communities by building affordable homes with families in need - and by uniting all New Yorkers around the cause of affordable housing. With the help of thousands of volunteers each year, Habitat NYC builds and preserves homes for families across the five boroughs. Learn more at [www.HabitatNYC.org](http://www.HabitatNYC.org) and connect with us on [Facebook](#) or follow us on [Twitter](#) and [Instagram](#) at @HabitatNYC.

### **About TOTO:**

TOTO USA is headquarters for the Americas Division of the TOTO Global Group, which was established in 1917 with the founding of TOTO, Ltd., in Kitakyushu, Japan. TOTO is the world’s largest manufacturer of bathroom fixtures and fittings with \$5.1 billion dollars in annual sales. For nearly 100 years, TOTO has been the recognized leader in performance innovation and design with products that enhance the luxury bathroom experience. Today, the company maintains 25,700 employees in 69 offices around the world and owns manufacturing facilities in Japan, Mexico, the USA, China and Europe with an affiliated network of more than 80 production facilities worldwide. With over 1,500 engineers on staff and three centers devoted to research and development, TOTO is dedicated to engineering products that respect the environment while meeting people's needs for comfort, beauty and performance. TOTO’s corporate philosophy – People-First Innovation – is the guiding principle for all the company’s processes, from engineering and design to manufacturing and sales. Consumers enjoy the peace of mind that comes from knowing they purchased a brand that innovates to improve people’s quality of life. Winner of numerous domestic and international awards and recognitions, TOTO is the only plumbing manufacturer honored as Water Efficiency Leader by the U.S. Environmental Protection Agency. The company continues to raise industry standards and consumer expectations as to what is possible in the bathroom, as TOTO believes a high-quality bathroom is an experience and an everyday luxury people value and appreciate.

For more information, consumers may visit [www.totousa.com](http://www.totousa.com) or call 1.888.295.8134, Option 5. Follow TOTO on [Twitter](#) (@TOTOUSA) and become a TOTO fan on [Facebook](#).

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