

Actress Kaley Cuoco Makes Her Super Bowl Debut in a Toyota Spot

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TORRANCE, Calif. (Jan. 7, 2013) – Kaley Cuoco, star of the award-winning CBS show “The Big Bang Theory,” has a busy roster this year, including a debut in Super Bowl XLVII commercial for Toyota Motor Sales, U.S.A., Inc. Sweetening the pot for fans of Kaley and Super Bowl fans alike, the public will be offered a chance to “Get In The Big Game” and have their picture appear in the Toyota spot. From Jan. 4 until Jan. 12, fans can submit photos of themselves to Instagram or Twitter with the hashtag #wishgranted for a chance for their image to appear in Toyota’s Super Bowl commercial on Feb. 3. One photo will be selected and placed in the reveal of the commercial during the first quarter of the game.

“Not only are we pumped to have Kaley as part of our Super Bowl commercial, but we’re also excited to give fans a chance to have their photo appear in a nationally televised Toyota spot during one of the biggest sporting events of the year,” said Jack Hollis, vice president of Toyota Division Marketing at Toyota Motor Sales, U.S.A., Inc. “We look forward to sharing our commercial with the millions of viewers who tune in to watch the ultimate football showdown.”

While details about the creative elements of the campaign will not be released until closer to its air date, the humorous nature of the commercial made Cuoco, with her comedic television background, ideal for the role.

“When I saw the concept for the commercial, I knew it was something I wanted to do,” said Cuoco. “I’ve had a great time filming and am excited to see the finished product.”

For official rules and more information about “Get In The Big Game,” visit www.toyota.com/letsplaces/get-in-the-big-game.

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