

RED FOR HIRE



AUDIO NEWS RELEASE SCRIPT

HOST: Super Bowl is the biggest sports event of the year – and also the biggest night for advertisers.

I'm Risë Jill Miller.

M&M'S Chocolate Candies return to the Big Game with a new commercial for the third year in a row, but for the first time M&M'S Peanut – and beloved character Yellow – take center stage.

Many fans are excited to see what "America's Favorite Nut" has in store for the Super Bowl, but one colorful character is less than thrilled.

Red, who starred in the past two M&M'S Big Game ads, took to Twitter to beg other Super Bowl advertisers to put him in their ads, and even issued a statement:

RED: "If anyone wants an irresistible milk chocolate spokescandy for their Super Bowl commercial, I'm in. And who WOULDN'T want me? I've got experience, charisma, and I'll work for peanuts. Wait, not peanuts, I mean ... can we start over?"

HOST: So far no takers, and just this week M&M'S issued a teaser that gives viewers a taste of Yellow's role in the Big Game. Fans can check it out – and hear more from his rival Red – on the M&M'S Facebook page.