

**Media Content Available at**

**http://www.thenewsmarket.com/radio**

**Download .mp3 audio files for FREE**

##### ----------------------

##### January 5, 2014

**CRASH THE SUPER BOWL**

**Call to Vote**

ANCHOR LEAD: Super Bowl Sunday is more than a competition played on the field. The commercials also are playing to win. This year, the Doritos brand will air two consumer-created ads during the Super Bowl broadcast on February 1st, and they are asking fans to choose one of them. Brian Osuch has more. (:60)

SCRIPT: Entertainment Now, I’m Brian Osuch. For nearly a decade, consumer-created Doritos Super Bowl ads have stolen the spotlight and ranked among the best and most talked about during the big game. This year, the Crash the Super Bowl contest is shaping up to be the boldest yet, with double the number of finalists and a grand prize unlike any other in contest history. Doritos brand’s Jeannie Cho…

CUT: (Jeannie Cho) We opened Crash the Super Bowl to fans around the world for a second time, and our fans are proving once again that creativity has no boundaries. From nearly 4,900 submissions representing 29 countries, we’ve narrowed it down to 10 finalists. Two ads will air during the big game, and the ad with the most fan votes will win a guaranteed $1 million grand prize and the job opportunity of a lifetime working at a major Hollywood studio.

SCRIPT: From now until January 28, fans can vote daily for the best ad on Doritos.com. For official contest rules visit Doritos.com. That’s Entertainment Now from Doritos.

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

**Also available via satellite:**

* **CBS Radio news, CNN Radio News, CNBC Radio, NBC News Radio: Westwood One StarGuide 2: AMC 8, transponder 15 Channel 43 5:30 – 5:45 am ET & 8:15 – 8:30am ET**
* **Audio also distributed to Fox News Radio**
* **ABC Text notification via ABC Radio Newswire: CBS, CNN, (CNBC, NBC) text notification via Westwood One/CBS Infolink**

-------------------------------------------------------------------------------------------------------------------------------------

Produced for: Doritos

For more information on this story, contact Synaptic Digital Radio at 212-812-7058

Project Number: 102114-003-84

-------------------------------------------------------------------------------------------------------------------------------------

**Synaptic Digital** | 708 Third Avenue, 8th Floor, New York, NY 10017 | 1-800-843-0677 | www.synapticdigital.com