

# Toyota Kicks Off CONCACAF Gold Cup Action Celebrating Hardcore Soccer Players and Fans

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Plano, Texas (July 5, 2017) – Hundreds of thousands of hardcore soccer aficionados will converge on stadiums across the United States as the CONCACAF Gold Cup begins this month. Toyota is joining the action as an official sponsor of the preeminent national team tournament of the North, Central America and Caribbean region.

The partnership includes in-stadium signage, video board messaging and static boards as well as Toyota's presenting sponsorship of the Fútbol Fiesta fan area.

Toyota will ignite soccer passions and celebrate the dedicated players who give it their all on and off the field, along with the fans who give everything for their teams. The "Dale Duro" (Give it your all) multichannel communications campaign which features the Toyota Tundra will include broadcast commercials in English and Spanish, digital banners and videos, as well as social media content living on Toyota Facebook, Twitter and Instagram under @ToyotaLatino and using the hashtag Vayamos Juntos.

"We are thrilled to join in the excitement of the CONCACAF Gold Cup, alongside the millions of passionate soccer fans in the United States," said Ed Laukes, group vice president, marketing Toyota. "Soccer is a passion point in the lives of many of our guests and we want to embrace the heart and soul of what it means to be a true fan of the game."

Embodying the brave-hearted spirit of the Tundra and hardcore soccer fans, the Toyota campaign pays tribute to the heart, soul and sweat players pour into every game.

Celebrating the ardent fan spirit, Toyota will partner with Mexican comedian and actor Adrian Uribe to produce social content on how to be a tough fan through a playful juxtaposition of being a tough, spirited aficionado with the tough essence of the Tundra.

Attendees of the first Mexico match on July 9 in San Diego will have an opportunity to meet Uribe at the Toyota Fan Zone within the Futbol Fiesta area.

Fans will also have a chance to give it their all at the Toyota Fan Zone which features a variety of fun-filled and social media shareable activities that will test their spirit, agility and dance moves in celebration of their teams and the Gold Cup.