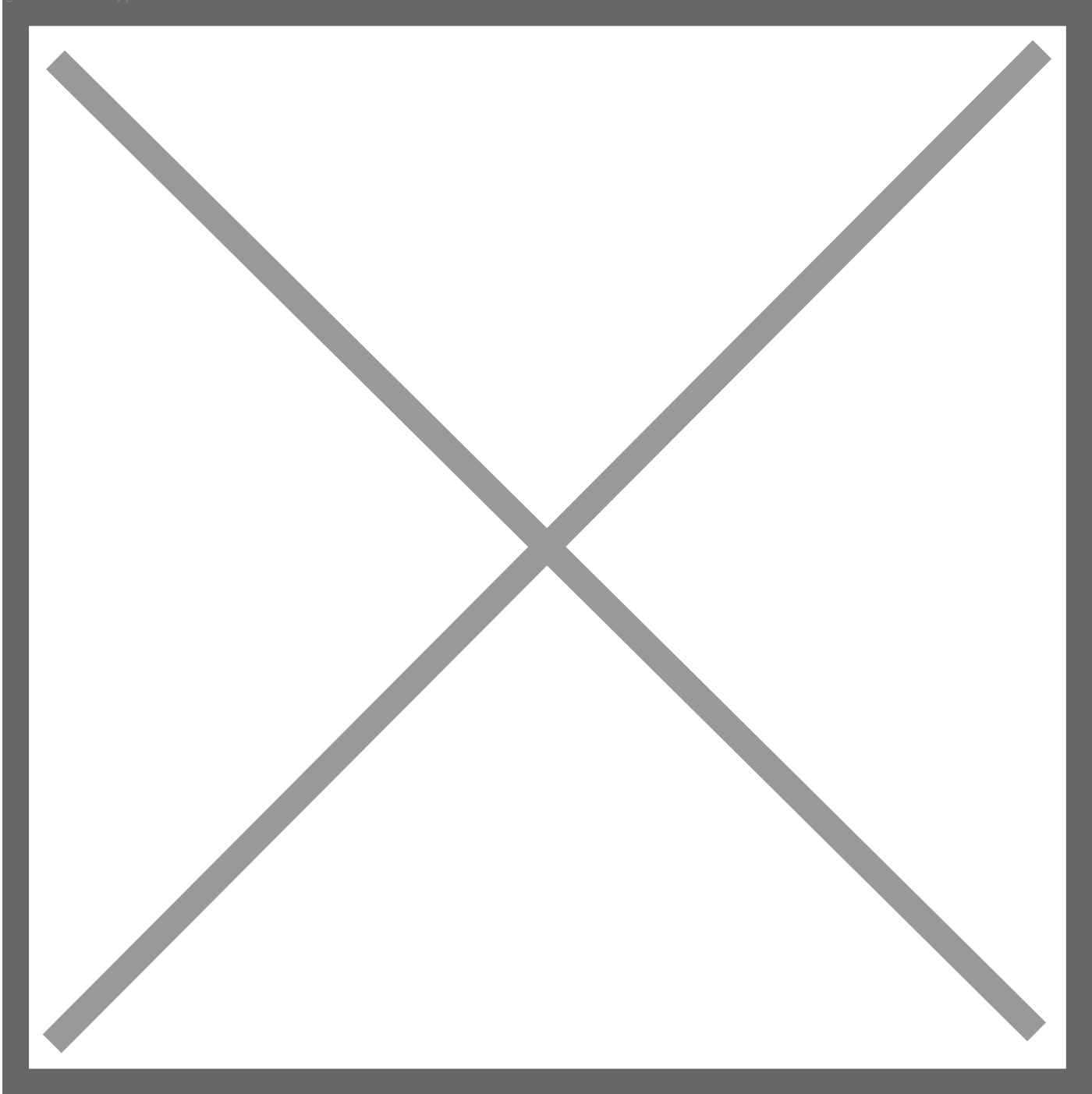


Toyota Salutes Negro Leagues Baseball Centennial with Upcoming 2020 Toyota Highlander Commercial, “Home Team”

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PLANO, Texas (February 19, 2020) – In celebration of an iconic moment in American history, Toyota pays tribute to 100 years of Negro Leagues Baseball in the latest creative as part of the marketing campaign for the all-new 2020 Toyota Highlander. Filmed partly at the Negro Leagues Baseball Museum in Kansas City, Missouri, the commercial, titled “Home Team,” was created and produced by Burrell Communications Group.

“We are truly delighted that Toyota has chosen to honor the unsung heroes of the Negro Leagues this way,” says Bob Kendrick, President, Negro Leagues Baseball Museum. “The passion, determination, and unwavering spirit from these individuals is truly an American story.”

Living baseball legend James “Jim” Robinson, former captain of the Kansas City Monarchs, is featured as the “family patriarch” in the spot. Jim and his family take a trip down memory lane at the Negro Leagues Baseball Museum where his love for the game comes to life. The reminiscing continues as the family hops into their all-new Highlander and travels to where it all began, complete with a standing ovation to honor the impact Jim and his fellow teammates left on the sport.

“‘Home Team’ is yet another inspiring piece of work from our ‘GO HIGHLANDER’ campaign,” says Joe Moses, general manager, Toyota vehicle marketing and communications, Toyota Motor North America. “We are honored to celebrate this pivotal moment in history in a touching spot that celebrates America’s favorite pastime.”

Toyota commemorated the Negro Leagues Centennial with a private brunch and panel discussion at the historic Apollo Theater, currently celebrating its 85th anniversary. Moderated by ESPN/ABC News correspondent Ryan Smith, the panel featured Jim Robinson; Corey Seaton, vice president and creative director, Burrell Communications Group; and Craig Payne, executive program manager, product development office, Toyota Motor North America.

“Home Team” is scheduled to start airing in summer 2020.