

Toyota sponsors Parents' Day

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SIENNA
UNEXPECTED COOL

JULY 26
IS PARENTS' DAY

SIENNA CELEBRATES EVERYTHING THAT
MAKES PARENTS UNEXPECTEDLY COOL

Andy Bell,
stuntman,
precision driver
and parent

Options shown.
Paid endorser. Endorser owns other Toyota vehicles.

As an owner, you know how Sienna is more than just a minivan. Now see how the 2015 Toyota Sienna lets inspiring parents be so much more than "mom" or "dad." Meet other unexpectedly cool people like you at unexpectedcool.com.

On Sunday, July 26, the nation celebrated Parents' Day, which in 1994 became a federal holiday yet only recently has been more widely celebrated. This holiday recognizes parents as the key to addressing problems in society and the world, and is a vital step forward to rebuilding and celebrating God-centered families.

Toyota gets the award for being the first major corporation to bring Parents' Day into the mainstream media. Toyota has done very well with commercials for Mother's Day and Father's Day, and recently has created a series of ads featuring hip hop parents rapping about parenting and hauling their kids around in their Toyota. It was almost a given that they would find out about Parents' Day and build some ads around it. The one shown here is a print ad featuring stuntman Andy Bell and his son.

When Hallmark finally publishes a card for the occasion (and someone holds a Parents' Day Mattress Sale), the holiday will be made immortal.