



## ABOUT THE SEINFELD CAMPUS TOUR

*This Fall, the Seinfeld Campus Tour hits the road in Orlando, logging over 10,000 miles with pit stops at college campuses and national and local retail outlets in top 50 metropolitan markets, and wrapping up in Cincinnati on October 31, 2008. During this pioneering cross-country tour, the Seinfeld experience will target the 70 million-strong millennial generation, distributing over 1,000 pounds of black & white cookies, Snickers and Twix in a three month period.*

### **Tour Stops**

- Cities include New York, Los Angeles, Chicago, Philadelphia, San Francisco, Washington, DC, Boston, Atlanta, Detroit, Phoenix, Orlando, Minneapolis, Cleveland and more (check [www.seinfeld.com](http://www.seinfeld.com) for more details)
- Colleges include New York University, UCLA, Boston College, Ohio State, University of Michigan, Arizona State and UC Berkeley
- Best Buy retailers and local college-focused retail stores across the nation

### **Bus Interior**

- A mini-museum of such Seinfeld treasures as original costumes and props from iconic episodes, an original script, and an Emmy® Award
- TV screens displaying a presentation featuring the most iconic moments from the show
- A "Scene It? Lounge" featuring two TVs where consumers can sample the DVD game debuting nationwide this fall
- Bins of Seinfeld foods such as Twix, Snapple, black & white cookies, Snickers and Diet Dr. Pepper
- A Kramer's Yogurt Bar featuring non-fat frozen yogurt
- Three laptops to explore Seinfeld MySpace, Seinfeld Facebook and the Seinfeld web site which links to the TOUR and all STATION sites
- A wall of Seinfeld framed production and gallery stills with behind-the-scenes captions

### **Bus Exterior**

- A "video testimonial booth" where attendees can shoot their own user-generated content, such as character impressions, favorite Seinfeld episodes and real-life Seinfeld moments.
- 60 foot-long, bio-diesel fueled bus
- Three Seinfeld branded tent-tops and three interactive laptop kiosks where consumers can explore everything Seinfeld
- The Monk's Diner Plate Toss where attendees throw a Seinfeld frisbee through slots in the wall to win prizes
- The Marine Biologist Hole-in-One where attendees attempt to putt a golf ball into the whale's blowhole to win a SONY digital camera

### **Giveaways**

- Sony Video Walkman, Sony Cyber-shot digital cameras, USB bracelets, T-Shirts, hats, door hangers and digital take-aways ... and other Seinfeld branded promotional items

### **"Do Something with Seinfeld"**

- DoSomething.org and Sony Pictures Television are launching a national canned food drive entitled "DO SOMETHING with SEINFELD" to encourage young people to take action in their communities, on their college campuses and with their friends. During the Seinfeld Campus Tour, food will be collected on various campuses and delivered to foodbanks across the nation. DoSomething is one of the largest national organizations for young people and social change, and in 2007, they reached over 11 million young people, age 25 and under. For more information, go to [www.dosomething.org](http://www.dosomething.org) or [www.seinfeld.com](http://www.seinfeld.com).