

SOFIA VERGARA TAPPED FOR PEPSI'S SKINNY CAN AD CAMPAIGN



Pepsi Co. has tapped *Modern Family*'s Sofia Vergara as the face for their new "Skinny can" ad campaign. According to the soda giant, "Our slim, attractive new can is the perfect complement to today's most stylish looks, and we're excited to throw its coming-out party during the biggest celebration of innovate design in the world." Vergara, who starred in TV ad for Pepsi back in 1996, gave a statement about her new job, saying, "I'm excited to still b part of the pepsi family after 20 years as the new face of Diet Pepsi. Pepsi launched my career at an early age and I absolutely love the taste and sleek new look of Diet Pepsi's Skinny can." Some are bashing the new ad campaign, however, stating that it reiterates old notions about weight and beauty. The Eating Disorders Association told the Associated Press that it found the new Skinny can "thoughtless and irresponsible."

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