



**HAYLEY HASSELHOFF
PROMOTES HER STARRING ROLE IN
THE NEW ABC FAMILY ORIGINAL SERIES
"HUGE"
WITH AN APPEARANCE AT
PLANET HOLLYWOOD TIMES SQUARE
MONDAY, JULY 26TH AT 1:00 PM**



WHO: **Hayley Hasselhoff** - - Classic beauty intertwined with incredible talent and a keen sense of style, Hayley Hasselhoff is one of the hottest rising teen stars on television and currently stars as Amber in ABC Family's new show "HUGE."

Going back to when her career started, Hayley was first bitten by the acting bug when she stepped foot on set of her dad's international hit TV show "Baywatch" as a young child. Mesmerized by the bright lights, Hayley always knew she was meant to be an entertainer. At the age of seven, she prepared herself for success in the entertainment industry by enrolling in acting and improv classes and began auditioning for roles.

While still pursuing her acting career, at fourteen years old, Hayley signed with Ford modeling agency as a plus size teen model and began booking jobs left and right. She became the celebrity spokesmodel for the popular teen clothing line Torrid and hosted and modeled for their 2007 Long Beach and San Francisco model search event. Hayley then went on to participate at the 2007, 2008, and 2009 Celebrity Catwalk for Charity in addition to walking in the 2008 Visionaries fashion show. Hayley believes her time as a model molded her into the strong young woman she is today, "Working as Torrid's spokesmodel gave me a sense of appreciation for my body, and myself as a whole. Being a teen plus size model let me reach other girls and taught them to feel beautiful in their own skin, and having that positive influence means the world to me."

After establishing a rewarding career in modeling, Hayley decided to focus her attention on her true passion, acting. In between auditions, Hayley, a trained singer since the age of 10, started developing a band called Bella Vida with her sister Taylor. Although music and the band are still her in life, her TV show has taken the lead in her career for the time.

WHAT: **Hayley Hasselhoff** will be at **Planet Hollywood Times Square** to promote her starring role in ABC Family's "HUGE" with a photo op in the main dining room.

"HUGE" - - The backdrop for the series is a weight loss camp – which serves as the catalyst to trigger a variety of internal discoveries and emotional truths for each of the characters. Hayley plays the lead role of Amber, the girl who wants a "perfect" body. When she arrives at camp to find she is the thinnest girl there, she feels a newfound power because all the guys are noticing her. But even as she explores her new role as one of the pretty, popular girls, she is always dissatisfied with and self-conscious of her body. Hayley is thrilled to be on a show that has such a strong message, stating, "I was excited there was a show coming out that said it's ok to be voluptuous. This show helps young teens deal with real life problems that many television shows overlook. It's a show that says that your weight doesn't reflect who you are, what matters is the person you are inside."

HUGE airs Mondays at 9/8c on ABC Family.

WHERE: Planet Hollywood Times Square - - 1540 Broadway (corner of 45th Street)

WHEN: Monday, July 26, 2010 at 1:00 pm - - **YOUR COVERAGE IS REQUESTED AT 12:45 PM**

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