Griffin Timoney

Media and Politics

Celeb Endorsement

I chose Holly Madison for my celebrity. Holly Madison stared in E!’s The Girl’s Next Door which was a series that was based on Hugh Heffner’s three girlfriends. She eventually went on to have her own spin off called Holly’s World and a live burlesque show, Peepshow.

Madison has been active with doing charity work since she has gained fame. For the most part Madison does work for animals. One of the most known things Madison has done was pose for PETA’s “Id rather go naked” campaign. Madison posed as if it were a cover shoot for playboy since that is how she gained her fame. Madison as also worked with the Animal Rescue Foundation.

I do think that Madison’s work with the PETA campaign brought attention to the issue. Madison was able to use her beauty and the connection to Playboy she has, as an ad. Unlike other celebrities who have done this campaign, Madison’s was set up to look like a cover of a playboy magazine, which brought attention to the ad. It also reached an audience that might not necessarily was up to date on animal cruelty and abuse. With the words “ I always fake it” on the ad, to show she doesn’t wear real fur but also relates back to her celebrity.

I also think that Madison’s choice to work with animals was a good one because everyone either has a pet or had or knows someone that had a pet and can relate to PETA’s message. The ARF is based on finding homes for companion animals and that will always affect someone because so many people do adopt animals out of shelters.