

DARA TORRES

Our Recommendation:

A U.S. swimmer, 41-year-old Dara Torres is a five-time Olympic athlete and mother of 2-year-old Tessa Grace. Dara has been making all over the news for her performance at the Olympics in 2008. At the Olympics, she won silver medals in 50-meter freestyle, 4×100 medley relay, and 4×100 freestyle relay. She set an American record in the 50-m freestyle in the Olympic trials. Dara hasn't ruled out the possibility of swimming in London's 2012 Olympics.

At this time, we do not recommend considering Dara for a XXXX ad because swimming loses its luster once the Olympics are over.

DARA TORRES POV BACKGROUND

Bio:

Since she started her international swimming career, Dara Torres has certainly proven she's one of the best. She competed in her first Olympic games in 1984 at the age of 17. In college, she earned 28 NCAA All-American swimming awards. She's set three World records and has won 12 Olympic medals.

In 2000, Dara returned to the Sydney Olympics after a seven-year break from competitive swimming and won two gold medals and three bronze medals. Dara retired soon afterwards to start a family. Six years later, she gave birth to Tessa Grace and broke a world record at the 2006 Masters Nationals – just three weeks after Tessa's birth!

In 2008, Dara qualified for her fifth Olympic team and is the first American swimmer to do so. She was also elected captain of the U.S. Olympic women's swimming team along with Amanda Beard and Natalie Coughlin. At the Olympics, she won silver medals in 50-meter freestyle, 4×100 medley relay, and 4×100 freestyle relay. She set an American record in the 50-m freestyle in the Olympic trials.

Outside of the pool, Dara has been a TV commentator for Good Morning America, ESPN, TNT and Fox News Channel (NHL Cool Shots and Fox Sports Sunday). Additionally, she was the first athlete to appear in Sports Illustrated's swimsuit issue in 1994.

Recent/Upcoming Projects:

Why this ad works:

- She was one of the biggest stories from the past Olympics where she was the oldest swimmer to be on five Olympic teams and won metals in all 3 of her races.
- Dara has a two-year-old daughter who is full of energy. Dara considers Tessa her "mini-me."

Why this ad does not work:

- Her media buzz has died down since the Olympics

Positive:

- Awards:
 - Twelve Olympic medals (four gold, four silver, four bronze)
 - Current American record holder for 50m freestyle
- Media:
 - Recently featured in the following top outlets: USA Today, New York Times, Los Angeles Times, Boston Herald, Chicago Tribune, CNN, ABC News, MSNBC, Women's Health, People, among many others
 - This summer, she's been interviewed on the Today Show, the CBS Early Show, CBS Evening News, Jay Leno and ESPN's E:60 and Oprah

- Named one of *Fitness* magazine's fit 50
- Signed a \$3 million book deal for a memoir and health and fitness book
- Appeared in New York fashion week for designer Charles Nolan
- Threw out the first ceremonial pitch at Yankees Stadium in September
- **"Recovery** is probably the biggest word in my vocabulary. If I did nine workouts a week when I was 33 in 2000, now I do five. Monday it's strictly aerobic stuff, long sets. Tuesday it's weight training and in the pool. Wednesday it's recovery and Thursday I'm off. Friday, it's sprints. Saturday it's quality all-out swimming. It's amazing what your body can do if you give it rest."
[Idaho Mountain Express](#)
- "[The water doesn't know how old you are.](#)"
- Generally drinks "lighter" milk, rather than whole. She usually drinks a shake the day of each meet.

Potential Issues:

- Didn't see anything negative of note

Miranda Cosgrove

Our Recommendation:

Miranda is a rising star in the tween demographic currently starring in the hit show 'iGirl' on *The N* channel. While she has had several guest roles in other TV shows and has starred in made for TV movies, we recommend keeping her as a teen to watch for a future XXXX ad. She is currently not high profile enough in comparison to recent celebrities.

Miranda Cosgrove POV

Miranda Cosgrove Bio

Miranda Cosgrove is an American teen actress and singer born in Los Angeles. A talent agent discovered her at the age of 3 while dancing and singing at a restaurant called *Taste in LA*. Her first big role was playing Lana Lane in the pilot episode of *Smallville* when she was just 5-years-old in 2001.

Miranda jumped from the small screen to the big screen to play Summer Hathaway in *School of Rock* in 2003. From there, she guest starred in episodes of *Grounded for Life*, *Just Jordan*, *Unfabulous* and *Zoey 101*.

In 2004 Miranda starred in the series *Drake and Josh* completing 54 episodes. The program was also made into a film, *Drake and Josh in New York!* that premiered in June 2008. Cosgrove also starred in *Yours Mine and Ours* in 2005 and *Lucky 13* in 2006. On October 18, 2008 Miranda played herself as a special guest in the *Band of Brothers* 5th TV movie, *Mystery Girl*.

Miranda is best known for her role on *iCarly* as character Carly Shay. *iCarly* is currently one of the most popular shows on *The N* channel produced by Nickelodeon.

Cosgrove is also a voice over specialist and has been featured in *Lilo and Stich: The Series*, *What's New Scooby Do?* and *Peter Cottontail: The Movie*.

Upcoming Projects:

- *Merry Christmas, Drake & Josh* a 2-hour made for TV movie set to air on December 5, 2008
- On November 8, 2008 *iCarly: iJapan* a made for TV movie based on the *iCarly* series, is set to air.
- Bloomingdales is auctioning off a once in a lifetime experience with Cosgrove for the charity *Musicians on Call* as part of their holiday catalogue

Why this ad works

- Cosgrove appeals to the tween demographic
- She has promoted health and fitness before in Nickelodeon's *Go Healthy Challenge*

Why this ad does not work

- While she is popular among the tween demographic she's not well known enough to do a XXXX ad

Potential Issues:

- Didn't see anything of note