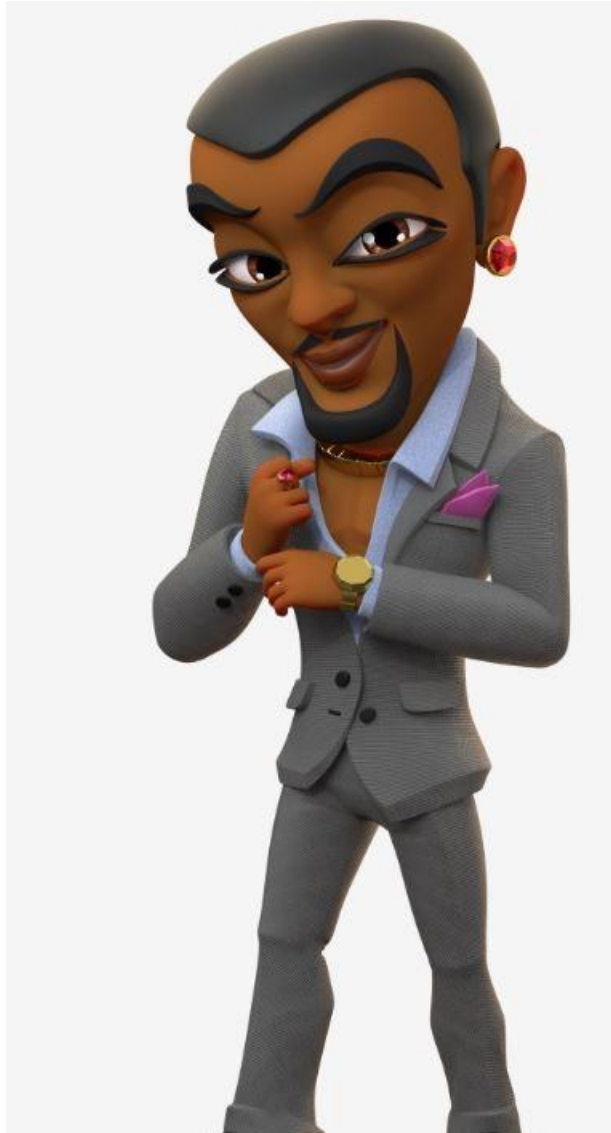


Character Name: Cruz Crush



Brief Bio: A dashing Hollywood action hero who can save the world, cash a multi-million-dollar check and do a PR photo-op at a charity gala in the same day—without breaking a sweat.

He is simultaneously larger than life and relatable.

He is known to do the moonwalk and chew organic, non-GMO gum AT THE SAME TIME.

CRUZ CRUSH is the man men want to be, women want to be with, and young boys want to dress up as for Halloween.

Cruz Cruz doesn't sweat, he secretes glistening charisma from his pores.

Favorite Drink: Check with his Publicist for this month's endorsements

