

# 26 New Yorkers Set to Star In New Badoo Billboard Campaign



**Europe's Hottest Social Network for Meeting New People Announces Winners of The Badoo Project Photo shoot**

Badoo, the world's largest social network for meeting new people unveiled the names of the 26 New Yorkers set to appear around the city later this month, as part of Badoo's first U.S. advertising campaign.

The diverse group of New Yorkers were all selected from The Badoo Project, the largest public fashion photoshoot New York has ever seen. Kicked off by entertainer Nick Cannon, The Badoo Project saw four of America's leading fashion photographers capture more than 1,000 portraits of New Yorkers over three days in March, all with the aim of giving everyone a gorgeous, magazine-worthy online profile picture.

In total, 26 New Yorkers were chosen to front the new campaign, and the winners are as diverse as the great city itself: 14 guys and 12 girls, aged between 18 and 30, hailing from all corners of New York. Between them, they're into all sort of things – 90's Hip-Hop, getting into trouble, gypsy jazz shows, playing the ukulele, X-Men, the Wu-Tang Clan, museum hopping, and of course fashion and lookin' good...

Twenty four of these winners were selected by Badoo's panel of judges, and the final two "People's Choice" winners were voted for by the public online. Teresa Hui from Brooklyn and Jason Tez from New Jersey both garnered thousands of votes apiece as they mobilized their social circles to vote them into the winner's spot.

Jessica Powell, Badoo's Chief Marketing Officer, comments: "Badoo is about getting out and meeting new people in the real world. And our first US campaign features exactly the type of real people that you'd want to learn more about and meet up with in person. The final 26 are a genuine mix of everyday New Yorkers, who are all looking to Badoo to help them make new connections and enrich their social lives. We have had a great response from New Yorkers to Badoo and the new campaign leads the way for our continued roll-out across the U.S."

### **Roll Call of 26 New Yorkers Appearing In Badoo's New Advertising Campaign:**

Alex Bavolar (Harlem), Andrew Daum Chung (Manhattan), Chris Descartes (Brooklyn), Jonathan Adlelaide (Harlem), Jude Kazar

(Manhattan's Lower East Side), Karmin Battle (Brooklyn), Laura Lane (Brooklyn), Richard Jordan (Brooklyn), Sakiko Ann Boggs (Brooklyn), Saulriishearow (Saucey) Alonzia (Manhattan), Scott Kay (Manhattan), Sierra (Manhattan), Tope Alabi (Harlem), Jacira Araujo (Manhattan), Quinn Fuller (Brooklyn), Jongo Zeizel (Manhattan), Jerry Davis (Brooklyn), Lynnese Page (Harlem), Ludget Delcy (Brooklyn), Saglara Lidzheeva (Brooklyn), Maryam Basir (Jersey City), Jimmy Gonzales (Manhattan), Heather Schwalb (Manhattan), and Sean Cunningham. The people's choice winners were Teresa Hui (Brooklyn) and Jason Tez (New Jersey).

More details about The Badoo Project campaign will be announced in April. To start meeting people now go to [Badoo.com](http://Badoo.com).

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## **Nick Cannon Helps To Launch Badoo Project in New York, Discusses Marriage With Mariah Carey**





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Interview by Steven Zangrillo. Video by Richard Zangrillo.  
If you've grown bored of going through the motions with Facebook and Twitter, you'll be relieved to know that there is new social media busting at the virtual seam.

Badoo, an international stalwart in the Social Media community, recently made it's virtual footprint in the chic streets of SoHo, New York. The Badoo Project, hosted by Nick Cannon, was a 3 day photo shoot centralized around the idea of putting your best foot forward when choosing your profile pictures. The Badoo Project brought together four top celebrity photographers – Dan Martenson, Brooke Nipar, Danielle Levitt, and Kenneth Cappello – to capture 1000

portraits of New Yorkers. We caught up with Nick Cannon and the rest of the Badoo team, who took us through the whole Badoo experience.

Interested in meeting new people? Maybe it's time you give Badoo a try.

Learn more about Badoo at *Badoo.com*.

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