

### **Section: Girls Aloud – Other endeavours**

Context: Girls Aloud came together with Mattel in 2005 to produce Fashion Fever Barbies. Each member designed the outfit and look of a doll modelled after themselves. In addition to live DVDs of their tours and both of Girls Aloud's television series, the group has also released Girls on Film and Style. Official calendars have also been issued annually from 2004 to 2009, the only exception being 2005. Girls Aloud co-wrote an autobiography titled Dreams That Glitter - Our Story. The book, named after a lyric in "Call the Shots", was published in October 2008 through the Transworld imprint Bantam Press. Before the release, OK! magazine bought the rights to preview and serialise the book. In 2007, Girls Aloud signed a PS1.25m one-year deal to endorse hair care brand Sunsilk. The girls filmed a television advertisement and appeared in and magazine advertisements, with each of the five members being the face of a different shampoo. The same year, Girls Aloud also sealed a deal with the UK division of Samsung. They endorsed mobile phones and MP3 players, made personal appearances and sang at Samsung events, and contributed to competition prizes, among other activities. The Samsung F210 Purple came with a 1GB memory card featuring Girls Aloud content. Girls Aloud appeared in television advertisements for Nintendo DS the following year. The girl group signed a deal to front a promotional campaign for a new low-calorie KitKat bar called "Senses" in March 2008. The chocolate bar manufacturer also sponsored Girls Aloud's Tangled Up Tour. The exact worth of the endorsement is unknown, but a figure of PS500,000 each has been suggested. Sales increased 6.8 in the United Kingdom. Beginning in 2009, Girls Aloud teamed with Eylure to release five sets of false eyelashes, each set designed by a different member of the band. A range of festival-themed lashes followed in 2010, while limited edition "10th Anniversary" lash was released in 2012. Similarly, to celebrate their tenth anniversary, each member designed a charm bracelet for Pandora, available as either a complete bracelet or a "starter" bracelet. Pandora is the official sponsor of the group's Ten: The Hits Tour. CANNOTANSWER

STUDENT: **What is another endeavor the band had?**

TEACHER: ⇨ Girls Aloud came together with Mattel in 2005 to produce Fashion Fever Barbies.

STUDENT: **What is another one?**

TEACHER: ⇨ group has also released Girls on Film and Style.

STUDENT: **Are there any more?**

TEACHER: ⇨ Yes, Official calendars have also been issued annually from 2004 to 2009,

STUDENT: **What else did they do/create?**

TEACHER: ⇨ Girls Aloud co-wrote an autobiography titled Dreams That Glitter - Our Story.

STUDENT: **What else did they do?**

TEACHER: ⇨ In 2007, Girls Aloud signed a PS1.25m one-year deal to endorse hair care brand Sunsilk.