

KING OF CHEER

Stories of Getting Up, Showing Up, and Never Giving Up
From the World's Most Electrifying Crowd Ignitor

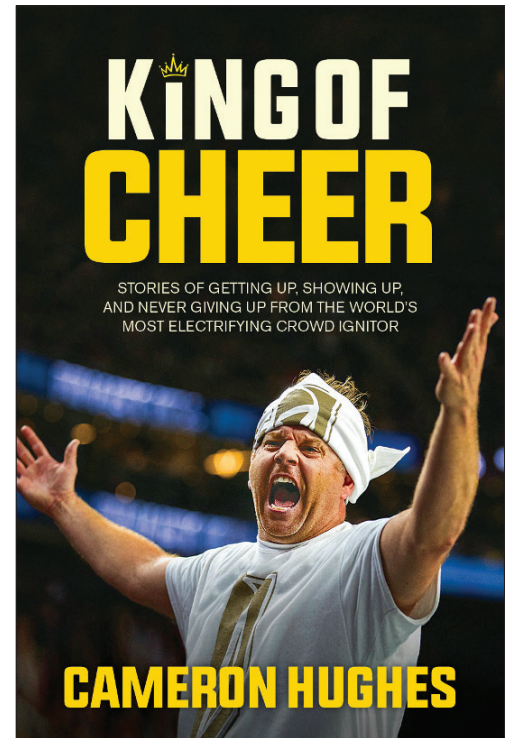
For over 26 years, Cameron Hughes has ignited crowds at sporting events across the globe. Now, for the first time ever he's letting everyone in on his big secret - how he became the world's first professional fan. Cameron recounts the behind the scenes highs and lows of his unlikely career. It's a story of getting up, showing up and never giving up that ensured his successes and will inspire the same for the reader.

ABOUT THE AUTHOR:

Cameron Hughes is in the smile business. Wherever he goes, he lights up the room, stage or stadium. The only professional sports entertainer of his kind in the world Cameron created his career based on a genuine love for people, the joy of making them laugh, and empowering and exciting crowds to let go and let loose.

In his youth, Cameron could be found whooping it up on the sidelines of his high school basketball games and later sporting a hollowed-out melon atop his head in the crowd at Bishop's University football games. A few years later, while attending a game of his hometown NHL team, the Ottawa Senators, Cam could feel the crowd's desire for something exciting, and he got up on his seat and started dancing to Sister Sledge's We Are Family, the crowd went wild. Sens upper management reached out and offered him a recurring gig, and his unique career was born. It wasn't all smooth sailing from that point on, there were many obstacles to overcome, but Cameron never stopped hustling and eventually made it to the world's largest sporting stages.

Cameron has been fueled his entire life by the legacy of his late mother who passed away from Breast Cancer at 17. She inspired him to connect more, lead with all heart, and take those pivotal risks throughout his life. He created For the Love of Breasts in her honor, raising money and awareness for this cause near to his heart. She's been his fuel for over 30 years.



"I've Never seen anyone get a crowd buzzing like Cameron. His new book has the same passion and energy he brings to the games."

-Connor McDavid, Edmonton Oilers,
NHL All-Star

"Cameron shows you that life is wild and beautiful, that you can truly get up and dance at any moment, and how you, too, can be a raving fan of yourself and others. The world needs this book right now!"

- Ariane De Bonvoisin, Author, Speaker, Host

Author: Cameron Hughes

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Purchase: visit CameronHughes.TV
for details

"He's the best dancer. He's the best dancer in all of New York- keep doing what you're doing buddy!"

-Novak Djokovic, #1 men's tennis player in the world

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To schedule an interview, speaking engagement or review the book, contact: bookcameronhughes@gmail.com

THE KING OF CHEER ALSO RECOUNTS HILARIOUS TALES FROM CAMERON'S LIFE INCLUDING:

Played hide and seek and grew up with future Prime Minister Justin Trudeau
The time he partied with Prince at the Sisterhood of the Traveling Pants after-party
Boooooo'd at MSG
Starred in an Alanis Morissette music video
Kicked Machine Gun Kelly off a Cleveland Cavaliers championship parade float
Danced with Novak Djokovic at center court at the US Open Tennis Championship
Performed on the set of Friends, Leno, Jimmy Kimmel Blobfish Classic

"His crazy dancing and energy makes me laugh and relax throughout the game—when the play is not going on, obviously"
-Marc-Andre Fleury, Goalie- 3-Time Stanley Cup Champion Pittsburgh Penguins, Vegas Golden Knight

MARQUEE EVENTS

2 Olympic Games - 2002 Salt Lake & 2010 Vancouver
2 Stanley Cup Finals - Chicago, Vegas (2015, 2018)
5 NBA Finals - Cleveland, Toronto (2015-2019)
US Open Tennis Championships (2010-2018)
Just for Laughs Comedy Festival (2011-2019)
CFL Grey Cup (2008)
"Katie" - Katie Couric's talk show
Canada, Singapore Sevens Rugby Tournament
World Ski Championships
World Rugby- England vs New Zealand
Host - Game Face, Comedy Network

"Cameron's presence changes the psychological environment in the arena or stadium; he creates new behavioral and emotional parameters for the situation that liberate fans to let go and join in the fun. "

- Sam Sommers, Tufts Psychology Professor, Situations Matter Author

TOP LEAGUES

NHL - 19 teams
NBA - 11 teams
NFL - 2 teams
MLB - 2 teams
NCAA - basketball and football

"Cameron Hughes is one of the most passionate, energetic people I've ever met. His story is remarkable... a life of getting people to stand up and cheer. That's worth... well... standing up and cheering for."

-James Duthie, Sports Broadcaster

CAMERON'S CAREER BY THE NUMBERS

1500+ Events
20 Leagues
8 Hospital Visits
30 Million Fans
Most shirts handed out per night 425
Average shirts handed out per game: 130
Most shirts successfully layered and removed: 23

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