

Headline sponsor announced for annual Sexiest Man poll

Mambaonline.com, has announced that international male grooming brand ClarinsMEN is the 2012 sponsor of the lifestyle web portal's Sexiest Man of the Year survey.



The search has now begun to find South Africa's sexiest male celebrity, which will be announced at the beginning of December at a VIP event taking place at EDEN in Rivonia, Johannesburg - following Gay Pride month in October.

Past winners and finalists of the Mambaonline Sexiest Men poll include TV actors Stefan Ludik and Ramez Short, South African supermodel Damien Van Zyl, television presenters Janez Vermeiren and Rowan Cloete, Cape Town actor, surfer, entrepreneur and model, Dene Botha as well as Afrikaans music star Robbie Klay.

"Mambaonline.com lives a lifestyle that is sophisticated, technologically savvy, intelligent, and reflects the best taste in contemporary style and trends. This poll's impact also goes a bit further than merely celebrating male beauty. It gives brands and the finalists an opportunity to participate in a powerful marketing and publicity campaign reaching a targeted audience not often reached via traditional campaigns. The campaign has also received considerable mainstream attention in media far beyond just the gay community," explains Luiz De Barros, Mambaonline.com editor and founder.

For more, go to www.mambaonline.com.