



## **DIVA-DIRT.COM ANNOUNCES ONLINE CHARITY DRIVE, TORRIE WILSON INVOLVED**

'Diva Dirt Gives Back' Taking Place In October, Former WWE Diva Torrie Wilson Joins As First Sponsor

*Aug. 3, 2009* / FOR IMMEDIATE RELEASE – Diva-Dirt.com (Diva Dirt) is proud to announce today the launch of its first online charity drive, 'Diva Dirt Gives Back' scheduled for October 2009. 'Diva Dirt Gives Back' aims to raise money for nominated charities Wrestler's Rescue and Susan G. Komen for the Cure® by asking assistance of female wrestlers and organisations.

Diva Dirt has quickly become 'must read' material for any women's wrestling fan, with a growing readership of avid fans from around the world, all with a shared common interest. With coverage ranging from WWE to TNA to SHIMMER and many more, the self-proclaimed “Women's Wrestling Bible” covers almost every aspect of women's wrestling in North America.

Looking to harness our large and ever-expanding readership, Diva-Dirt.com will hold what will hopefully be the first of many annual online charity drives in October 2009. “We believe in the power of the Internet and the power of women's wrestling fans. We'd like to use our website to make a difference and raise money for charity,” said Editor-in-Chief Melanie Rob.

“Diva Dirt would like to reach out to any female wrestlers or organisations out there that can donate unique items to be auctioned on eBay, with the proceeds split between our nominated charities. We'd like anything of value that can spark bidding among fans from ring worn clothing to signed merchandise and more.”

The first sponsor to make a donation is former WWE Diva and “I'm a Celebrity... Get Me Out of Here!” runner-up, Torrie Wilson. Torrie Wilson is instantly one of the most recognisable female faces in professional wrestling, with a decade of experience in WCW and WWE. Her accolades need not be explained and it's safe to say that she was one of the most popular Divas during her time in WWE and continues to be fondly remembered. Most recently, Torrie has won the hearts of Americans everywhere by placing second on the NBC primetime reality show “I'm a Celebrity...” on which she also raised money for charity.

“Torrie is genuinely one of the nicest people you will come across in the wrestling industry and already this year, she's raised tons of money for charity and now she's joining 'Diva Dirt Gives Back' to raise even more,” explained Rob. “We hope that anyone that can be of help, that is reading this will follow in Torrie's footsteps.”

Also joining the campaign is Diva Dirt's premium sponsor, Female Fight League. Female Fight League runs ChickFight, ClickWrestle, Online World of Wrestling and a whole host of other wrestling sites. Cheerleader Melissa, who is known for her success in ChickFight and SHIMMER has pledged her support.

Over the next two months, Diva Dirt will be collecting and preparing donations received, for auction in October. Fans will then have the opportunity to bid through popular website, eBay.com to win one-of-a-kind memorabilia from their favourite stars.

“To any Divas, Knockouts, women of wrestling or any organisations that can lend a helping hand, we urge you to contact us!”

To get involved please send an e-mail to [divadirt@gmail.com](mailto:divadirt@gmail.com). For more information on 'Diva Dirt Gives Back' please visit [www.diva-dirt.com](http://www.diva-dirt.com) and/or [www.diva-dirt.com/givesback](http://www.diva-dirt.com/givesback). You can also follow our efforts on Twitter at [www.twitter.com/ddgivesback](http://www.twitter.com/ddgivesback).

#### ABOUT THE CHARITIES

Wrestler's Rescue was founded by former WWE Diva and ECW star, Dawn Marie to create awareness and raise money to care for retired professional wrestlers. Wrestler's Rescue held an inaugural charity event in September 2009 with a second event scheduled for 2010. In the meantime, Wrestler's Rescue continues to campaign and fundraise online. For more information about Wrestler's Rescue please visit [www.wrestlersrescue.org](http://www.wrestlersrescue.org) or subscribe to the mailing list by sending an e-mail to [wrestlersrescue@aol.com](mailto:wrestlersrescue@aol.com).

Susan G. Komen for the Cure® is the world-renowned leader in breast cancer research. Founded in 1982, Komen has invested \$1.3 billion in battling breast cancer. Komen for the Cure works to help breast cancer patients become survivors and in the past 27 years has raised awareness breast cancer., from early detection to the correct treatments. For more information on Susan G. Komen for the Cure® please visit [www.komen.org](http://www.komen.org).

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