Kodiak Awash In Vaseline

Wednesday, 24 September 2008

{audio}/images/stories/mp3/080924.vaseline.mp3{/audio}

Jay Barrett/KMXT

A Kodiak woman who is the star of a new nationwide advertising campaign for Vaseline Intensive Rescue body lotion got a surprise at the freight office yesterday. Petal Ruch (roosh), who was followed around by still and video photographers for a couple weeks this summer, had asked the Vaseline representatives for a few extra bottles to hand out to friends because the supply they left her was running low.

-- (Vaseline 1 30 sec “When I spoke to them … the entire back of my car.”)

Ruch has been driving around town dropping of a few dozen bottles here and there to friends and acquaintances. She says she wonders if a joke she made about the product was behind the massive shipment.

-- (Vaseline
2 11
sec “It
was a joke … it turns out it was real.”)

Ruch says
being in the commercial was a positive experience for her and her family.

-- (Vaseline
3 47
sec “It’s
the funniest thing … life to make it into a commercial.”)

There were
dozens of other Kodiak residents in the commercials with Ruch, and she says as soon as she finds out the broadcast schedule for the commercials, she’ll let us know so we can pass it on to you.

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