

## Cash4Gold Launches New Television Spot With MC Hammer

*Cash4Gold, the trusted industry leader in mail-in gold buying, has launched a new television campaign starring celebrity spokesman and three-time Grammy Award winner MC Hammer. It is Hammer's first appearance in a Cash4Gold ad since the much talked-about 2009 Super Bowl ad featuring the rap icon and the late television legend Ed McMahon.*

**Online PR News – 11-March-2010** Pompano Beach, Fla. – March 11, 2010 **Cash4Gold**, the trusted industry leader in mail-in gold buying, has launched a new television campaign starring celebrity spokesman and three-time Grammy Award winner MC Hammer. It is Hammer's first appearance in a Cash4Gold ad since the much talked-about 2009 Super Bowl ad featuring the rap icon and the late television legend Ed McMahon.

In the spot, a company representative reminds consumers that Cash4Gold is the original name in mail-in gold buying, and explains the various security measures in place to ensure a safe transaction. Chief among them is a free, recently upgraded delivery confirmation system enabling customers to track exactly when their Packs arrive at our local USPS facility en route to Cash4Gold's state-of-the art, high-security headquarters.

The mail-in gold buying industry that Cash4Gold pioneered empowers customers to monetize their unwanted and broken items without leaving the comfort of their own homes. It is no longer necessary to experience the hassle and potential embarrassment associated with selling **jewelry** in public at a local pawn shop or jewelry store.

Celebrity spokesman and international music sensation MC Hammer makes an appearance in the commercial highlighting the company's upcoming millionth transaction and the associated celebration sweepstakes. As of March 9, customers that send in Packs automatically qualify for a chance to win \$2,500 and the opportunity to appear in a future Cash4Gold television spot alongside MC Hammer.

For complete sweepstakes rules and details, including alternative entry methods, call 1-800-241-1811 or visit <http://www.cash4gold.com/hammercontest>.

Cash4Gold's upcoming one-millionth transaction milestone will come three years after the company jumpstarted the mail-in gold buying industry in the United States. Cash4Gold has grown each year and in 2009 began aggressive international expansion efforts. During the past year, Cash4Gold launched its mail-in gold buying service in Canada, the United Kingdom, Germany, the Netherlands and Spain with additional countries to follow.

To see the new ad on the official Cash4Gold website, please visit <http://www.cash4gold.com/hammercontest>. Consumers interested in requesting a pre-paid and insured Jewelry Return Pack can visit [www.Cash4Gold.com](http://www.Cash4Gold.com) or call 1-877-GOLD-590.

### About Cash4Gold

Cash4Gold is the world's leading mail-in purchaser of gold, silver and platinum. Hundreds of thousands of satisfied customers have received millions of dollars from Cash4Gold since inception. For more information,

connect with Cash4Gold on Facebook and [Twitter](#).

## Image Gallery



Cash4Gold logo

## Media Information

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