

Spotted! Cougar gets mobile

6 hours ago by [Val Maloney](#)

Cougar has put its own twist on the food truck trend, launching a mobile Pillow Boot fitting room that is touring Toronto for the next week.

Created with Blammo Worldwide, the truck gives Canadians the chance to try on the boot and also have their photo taken in front of one



of a few Canadian backdrops to

enter a contest for a chance to be the face of the next Cougar campaign. The winner will appear on a billboard at the corner of Queen and Spadina in Toronto this February.

Hannah Gourevitch, account supervisor at Blammo Worldwide, tells *MiC* the truck is touring the city, stopping at high traffic locations like King and Brant St. until Nov. 30. People who have their photo taken as potential Cougar models will have their shots posted on the brand's Facebook page to be voted on starting Dec. 3.



Tags: [Blammo Worldwide](#), [Cougar](#), [Facebook](#), [Hannah Gourevitch](#), [Spotted](#), [Toronto](#)