

Health Shield gets comical for charity with ‘Harlem Shake’ tribute

It’s a video skit that’s taking the internet world by storm, so Health Shield has danced into action to perform its very own tribute to the viral sensation ‘Harlem Shake’ – all in the name of charity.

Chief Executive, Jonathan Burton, takes centre stage in the 40 second video, entitled ‘The Health Shield Shake’, in a bid to raise £1,000 for Comic Relief. Donning a sumo wrestler suit, and matching helmet, the Friendly Society fundraiser is joined by an entourage of employees in the humorous internet meme.

For every view of the YouTube video, the health cash plan provider has pledged to donate five pence to Red Nose Day, with an aim to reach 20,000 views in order to hit its fundraising target.

Jonathan said: “Each year, the team comes up with a variety of ways to raise money for charity. In true Comic Relief spirit, we wanted to do something for Red Nose Day 2013 that raised a smile, while generating vital funds for the worthy cause at the same time. What better way to do it than by letting our hair down and joining the latest internet craze.

“I was hoping to remain anonymous under the sumo suit and helmet, but now that the secret’s out, I’d like to ask everyone to send the video link to friends, family and colleagues to help us reach our target of 20,000 views and raise that all-important £1,000.”

Started by five teenagers from Queensland, Australia, the ‘Harlem Shake’ quickly became an internet meme as more and more people replicated the original video, and uploaded their own versions to YouTube. To date, about 12,000 versions of the video have been uploaded to the video-sharing website, generating over 44 million unique views.

To view ‘The Health Shield Shake’ – and raise money for this year’s Red Nose Day – simply click on this link http://www.youtube.com/watch?v=nynHBm_KJO4 and enjoy!