



**Greg Burns, PR Marketing Manager of PepsiCo Restaurants International (Singapore), which owns KFC, Pizza Hut and Taco Bell restaurants world-wide.**

**Age: 39**

**Models: Spot him in ads for Jaguar and Courts**



**T**en years ago, when American Greg Burns was a student of Chinese art in Taiwan, he made a New Year's resolution to model. He'd walk into modelling agencies on his crutches to hand in his CV, and after getting the once-over, Greg the polio victim would never hear from any of them. Ever.

But it has not stopped him from becoming the face for the regional Jaguar campaign; or from becoming a photographic model for Elite Singapore — while picking up gold medals and setting four swimming records at the 1992 and 1996 Paralympics, for that matter.

“My father was a diplomat when I contracted polio at age one,” says Greg, who is also a fluent Mandarin speaker. “As a family we were constantly moving and I’ve never stayed in a place for more than five years. Polio was never a big issue.”

In his job as PepsiCo spokesman, Greg’s

pet subject is how PepsiCo is the largest employer of the disabled in Singapore. “We pay them the same, we train them the same,” he says. “We employ them not out of a sense of charity but because they do good work, if not better than able-bodied people. Our tests have actually shown that disabled telephone operators can be more efficient in handling phone orders than able-bodied ones.”

His appearance in the Jaguar and Courts campaigns means that some Singaporeans have managed to see beyond his polio. To the crew working with him, his real handicap lay somewhere else. “During the Jaguar shoot,” he recalls, “the photographer was actually teasing, ‘Oh Greg can’t look serious; he’s got smiling lips!’”

After working hard to establish himself as a paralympian, video producer, speechwriter, artist, and hotshot corporate suit, modelling is like a “dessert” to him, albeit one that took a long time coming.

So what cool car does he drive to work? “I ride an arm-powered 32-speed tricycle that goes about 25 km per hour,” he says. “But when I ride past these guys in Mercs and Beemers, I wonder if they’d like to use my bike to impress their girlfriends. I enjoy it for the workout I get on it when I race home after a hard day’s work.”