

NAKED COWBOY

www.nakedcowboy.com
866-99-NAKED

Born Robert John Burck December 23, 1970 in Cincinnati, OH.

Burck is an American Busker who has claimed worldwide fame in association with New York City's Times Square. He wears only cowboy boots, a hat, and briefs with his registered Trademark "Naked Cowboy" hand painted on his butt in red and blue. He can be seen on any given day in Times Square regardless of rain, sleet, snow, terrorist or assassin threats with his guitar strategically placed to give the illusion of nudity.

Burck began busking as Naked Cowboy Christmas Day in 1997 where Naked Cowboy first appeared on Venice Beach in Los Angeles. He discovered that he earned much more money after a friend suggested to him that he dress only in his underwear in order to generate higher earnings. Burck has a bachelor's degree in political science from the University of Cincinnati.

Although he is best known as a fixture of New York City's Times Square where tour guides on passing buses point him out, Burck is also a regular in the streets of the French Quarter during the New Orleans Mardi Gras season. He also makes appearances in his hometown of Cincinnati, at the Memorial Day weekend Taste of Cincinnati festival and the Riverfest Labor Day Festival. He also can be seen annually at events in Austin, Texas, during the South by Southwest Music Conference, Nashville, TN during Country Music Association's Fanfare and he travels internationally on a regular basis for corporate events and has visited such countries as Germany, Japan, Australia and Ireland. A complete list of every day of Naked Cowboy's life can be found on his website under the title "Trail Of Events". This day by day account is accurate back to 1997 and can be found at:

nakedcowboy.com/trailofevents.html

On December 10, 2008 he was officially registered as a marriage officiant by the City of New York after becoming an Ordained Minister.

As the popularity of Naked Cowboy grew, Burck began to make appearances on television, in music videos, and on other popular media. He auditioned for American Idol during its first season, but was not advanced to the next round. He also tried out for Australian Idol and Star Search, but with the same results. In 2000, he was on the short-lived show Moral Court, where conservative talk show host Larry Elder ruled that, in his opinion, Burck's Naked Cowboy persona was not immoral and not a danger to public safety. Burck replied, "Actually, I think I am an inspiration to public safety." On January 24, 2009, Burck also appeared on the Tubridy Tonight show on Ireland's RTÉ television network, performing his theme song "I'm The Naked Cowboy" accompanied by the Camembert Quartet. There have been discussions of possible television show concepts with several production houses, including Eric Bischoff of Bischoff Hervey Entertainment. There currently is a Naked Cowboy Reality series that can be found on youtube produced by Ron Israel.

Here are Burck's Celebrity Credentials from IMDB:

[Survive This](#) (2005) The Naked Cowboy

[Der Schein trügt](#) (2009) Himself

[Black Mold Exposure](#) (2009) Himself

["The Apprentice"](#) Himself (2 episodes, 2004-2009)

... aka "Celebrity Apprentice" - USA (*seventh season title*)

... aka "The Apprentice 2" - USA (*second season title*)

... aka "The Apprentice Los Angeles" - USA (*sixth season title*)

... aka "The Celebrity Apprentice" - USA (*eighth season title*)

- [Episode #8.1](#) (2009) TV episode Himself

- [Ethics Shmethics](#) (2004) TV episode (uncredited) Himself

["Xposé"](#) Himself (1 episode, 2009)

- [Episode #3.93](#) (2009) TV episode (as Robert Burck) Himself

["Le grand journal de Canal+"](#) Himself (1 episode, 2008)

- [Episode dated 4 November 2008](#) (2008) TV episode Himself

[The Genius of Charles Darwin](#) (2008) (TV) Himself

["Law & Order: Criminal Intent"](#) Himself (1 episode, 2008)

... aka "Law & Order: CI" - USA (*promotional abbreviation*)

- [Vanishing Act](#) (2008) TV episode Himself

[Science of Horror](#) (2008) Himself

["Today"](#) Himself (1 episode, 2008)

... aka "NBC News Today" - USA (*promotional title*)

... aka "The Today Show" - USA (*alternative title*)

- [Episode dated 25 June 2008](#) (2008) TV episode Himself

[Meet Dave](#) (2008) Himself

["Cristina's Court"](#) Himself (1 episode, 2008)

- [Episode dated 2 January 2008](#) (2008) TV episode Himself

["Big Time"](#) Himself (1 episode, 2004)

... aka "Steve Harvey's Big Time" - USA (*complete title*)

... aka "Steve Harvey's Big Time Challenge" - USA (*new title*)

- [Episode #2.4](#) (2004) TV episode Himself

[New York Minute](#) (2004/I) (uncredited) Himself

[Creature Feature: 50 Years of the Gill-Man](#) (2004) (V) Himself

["Lonely Planet"](#) Himself (1 episode, 2003)

... aka "Globe Trekker" - USA

- [New York 2](#) (2003) TV episode (as John Robert Burck) Himself

["Troma's Edge TV"](#) (2000) TV series Himself (unknown episodes, 2001)

[American Icon](#) (2001) (as John Robert Burck) The Naked Cowboy

[Mulva: Zombie Ass Kicker!](#) (2001) (V) Himself

["Howard Stern"](#) Himself (3 episodes, 1999-2000)

- [Episode dated 3 October 2000](#) (2000) TV episode Himself

- [Episode dated 7 February 2000](#) (2000) TV episode Himself

- [Episode dated 16 November 1999](#) (1999) TV episode Himself

["The Howard Stern Radio Show"](#) Himself (3 episodes, 1999-2000)

- [Episode dated 20 May 2000](#) (2000) TV episode Himself

- [Episode dated 15 January 2000](#) (2000) TV episode Himself

- [Episode dated 13 November 1999](#) (1999) TV episode Himself

Burck has also been featured in numerous corporate advertising campaigns. In 2006 he was part of USA Network's "Characters Welcome" campaign, and he also appeared in a Chevrolet commercial that aired during Super Bowl XLI, as well as a Guinness advertisement that aired only in the United Kingdom and Ireland, a Pepsi commercial with Beyoncé directed by Spike Lee and several TV commercials for MTV and VH-1. Burck currently has 10 active corporate endorsement/licensing deals with:

- * **ConstantLink.com**
- * **The Times Square Visitor's Center**
- * **Blue Island Shellfish Farms (Naked Cowboy Oysters)**
- * **Anthony Ruiz Photography**
- * **Kaufman Furs**
- * **Vodafone**
- * **Joseph Abboud**
- * **Tour Supply**
- * **Parillo Performance**
- * **Hudson Hair**

Burck has also made appearances in several music videos, including Cake's "Short Skirt/Long Jacket" and Nickelback's "Rockstar". In 2007, Burck released two albums of his own, signing two independent record deals. One with 4Sight Music Productions recording the pop-rock album "Year of the Cowboy" produced by Lee Evans and Gaetano Lattanzi at JAMBOX Recording Studios in New York City and the second with TMR Records recording the country music album "What The Naked Cowboy Wants To Hear" produced by Todd Rubenstein at TMR Productions, The Funhouse and The Tracking Room recording studios in Nashville, TN. Burck & Rubenstein are currently producing his second album for TMR Records called "X-Rated Country" which will release by fall of 2010. Rubenstein is also Burck's business manager and the Executive Director of Naked Cowboy Enterprises.

Burck has increasing significant success as a world known media icon representing New York City and Times Square with Network Premiers, News Stories, Radio Interviews, Press Releases, Political Events, Live Shows, TV Shows, Music Videos, "Grate Performances" for the Times Square Alliance in conjunction with Event Networks and merchandising sales at the Times Square Visitor's Center, Major Motion Pictures, TV Commercials, etc., etc.

Burck has been declared by the New York State tourism department as "more recognizable than The Statue of Liberty", been named "The Ambassador of New York Tourism" and crowned the Spokesperson for "The Times Square Survival Guide". NAKED COWBOY also officially became the most photographed person in the world at the end of 2007. Burck ran for mayor of NYC in 2009 and he is also the Grand Marshal of NYC's famous Underwear Run as part of the NYC marathon.

In 2010, Rubenstein negotiated Naked Cowboy's biggest endorsement deal to date with Chris Quartuccio of Blue Island Shellfish Farms to harvest "Naked Cowboy Oysters" from Long Island Sound and distribute them live to fine restaurants worldwide. Naked Cowboy Oysters are already available at 22 of NYC's finest restaurants and are starting to appear on menus nationally and internationally.