

# pamela anderson, INC.

By branching into fields most actresses dare not go, this generation's most famous face – and body – has proven that it's a Pam world after all

By Anna David

■ When Pamela Anderson first gained the world's attention, as C.J. Parker on *Baywatch* and The Tool Time Girl on *Home Improvement*, she seemed like the quintessential dream woman: cascades of blond hair, perfect features, a tiny waist and two assets that heralded her arrival more than any other pair of breasts in the history of the world.

But as the years passed and Anderson transformed from object of lust into a brand as recognizable as Coca-Cola – through her work as a producer, magazine columnist, *New York Times* best-selling author, clothing designer and animal rights activist, among other activities – it became increasingly clear that those who had considered her just another perfect-looking actress had sorely underestimated her. There's probably no better example of a person whose public and private personas are in complete opposition.

See, Anderson's not only in on the joke; she's the one who came up with it in the first place. Consider the name of her production company: BWFT, which stands for Blond With Fake Tits Productions, or the name of her new TV show, *Stacked*, which premiered in April on FOX.

The character she plays may sound familiar to anyone who's followed her travails, as *Stacked* features Anderson as a woman who tires of her wild lifestyle of hard partying and crazy boyfriends and starts working in a bookstore. (It also stars Tom Everett Scott, Marissa Jaret Winokur and Christopher Lloyd.) Anderson's decision to return to television is mostly due to timing: Brandon and Dylan, her sons with Tommy Lee, are finally in school. "I don't go away from my kids for more than two days at a time," says Anderson, who also logs time as their school lunch monitor and drops them off and picks them up every day. Ironically, Anderson's maternal priorities have only made her all the more powerful.

"She's absolutely not a pushover and I don't think anybody intimidates her," says *Stacked* executive producer Steven Levitan, a veteran of television himself. "She made it very clear from the beginning that she won't be starting work until after she drives her kids to school." It's this confidence that allows Anderson to take charge.

"She has very strong opinions on the look, the promos, the music and the publicity for the show," says Levitan. "She says, 'I know more about getting publicity than anybody else' and you know what? She's right."

For all that Anderson's makeup-less jaunts to the corner store might generate 100 tabloid stories, she remains more unaffected by her stardom than your average actress starting out on the WB. "[Photographer] David LaChapelle is one of my best friends and he always tells me, 'You're the only celebrity model that I've ever worked with that doesn't want to see her pictures,'" she says. "I like the experience of

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the photo shoot, I like having fun there, but I don't necessarily need to see it."

Instead of obsessing over her fame, Anderson spends her time focusing on her kids, her work ("She takes a much more active role in the business side of her deals than most people do," says Levitan) and the causes she cares about. And no organization is closer to her heart than People for the Ethical Treatment of Animals (PETA). As a child, she talked her chimney sweep dad out of hunting, and rolled her change up to send to animal rights groups; when she grew older and first became famous, she contacted PETA and asked them how she could help out.

"Pamela has really redefined what a celebrity can do for a cause," says PETA spokesman Dan

Matthews, who counts Anderson as a close personal friend. "A lot of celebrities will attend a benefit if their schedule allows it. She tries to find ways to incorporate animal rights into her schedule." Not only does Anderson star in PETA print ads, narrate videos, place phone calls and make special appearances, but she's also sent letters to designers that ask her to wear their clothes suggesting that they stop using fur. (Her own line of clothing is 100 percent cruelty free.) Not afraid to ruffle a few royal feathers, Anderson also took Matthews as her date to an event in Monte Carlo so they could together talk to Prince Albert about animal rights, and asked fans who wanted

her to sign copies of her book to add their signatures to a petition asking the Queen to stop using Canadian black bear fur to make the guards hats at Buckingham Palace. "There's an element of her that's really punk," Matthews says.

Anderson's generosity extends to whatever cause captures her heart at the moment. When she saw gymnast Mohini Bhardwaj at the gym selling raffle tickets to help her make enough money to go to the Olympics last year, "I just said, 'What do you need?'" Anderson remembers. "She told me and I said, 'Don't worry about it. You get to the Olympics. I'll pay your rent.'"

And while the public may consider Anderson the ultimate *Playboy* pinup – she's done 11 American covers, countless European ones and Hugh Hefner considers her one of the magazine's "biggest coups" – she seems ready to retire that aspect of her life. "I think I've done enough," she says. "Besides, 11 is my lucky number."

One thing is certain: Anderson's success has had little to do with luck, and much to do with her attitude. As she puts the finishing touches on her next book (the sequel to the best-selling *Star*, the paperback of which will be out in June), she keeps her priorities on target. "A lot of beautiful blondes start taking themselves seriously and say, 'I want an Oscar-type role,'" says PETA's Matthews. "But Pamela never had those aspirations. She wants to keep things fun and light, and then she leavens that with the serious work she does for things that are more relevant and important to the world."