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I'M A CELEBRITY...

GET ME OUT OF HERE!



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Starts Sunday the 17th November at 21.00 on ITV1 & ITVX

I'm A Celebrity...Get Me Out Of Here! returns which can mean only one thing... the time has come for a brand new cast of celebrities to battle it out in TV's toughest entertainment challenge.

Last year, the show was the biggest Entertainment show on any channel having launched with just under 11 million viewers and averaging over 8 million viewers across the series run. It also attracted the biggest 16-34 audience of any channel in 2023.

The celebrities heading into the jungle for the new series are:

Dancer - Oti Mabuse
Corrie Star - Alan Halsall
Loose Women & Journalist - Jane Moore
Radio 1 DJ - Dean McCullough
N-Dubz Singer - Tulisa Contostavlos
TV Presenter & DJ - Melvin Odoom
TV Personality - Coleen Rooney
Former Boxing Champion - Barry McGuigan
Podcaster & Content Creator - GK Barry
McFly Star - Danny Jones

Our BAFTA award-winning hosts Ant & Dec are back to present all the big stories live every night.

Who will be crowned this year's King or Queen of the Jungle? Find out this Autumn on ITV1 & ITVX.

A Lifted Entertainment production.





OTI MABUSE

Dancer

Phobias: I am terrified of snakes.

Role in camp: The fun dancing mum! I love chatting to people and hearing their stories and I also hope I can teach everyone a few dance moves.

Aside from your family, who/what else will you miss in camp? My make-up.

Best & worst attributes: I think I have a good listening ear. My worst? I can be quite loud – but unintentionally. And if I get bored, I am even more energetic.

Dream camper: I love actresses, so someone like Kerry Washington or Viola Davis. We can listen to each other and laugh.

Dancing on Ice judge Oti Mabuse admits to being a superfan of *I'm A Celebrity... Get Me Out Of Here!* – and it's one of the main reasons why she accepted an offer to take part.

“I have been a fan of *I'm A Celebrity* for so long,” explains Oti. “Outside of *Strictly* and *Dancing on Ice*, it's the show I watch religiously, and I can remember last year thinking: ‘Ok, this feels right. I am definitely up for it now, I am up for the challenge’.

“Now I have had my baby daughter, I want to get back to the adventurous and fun Oti. I feel ready for a change and doing something completely different. I will have no make-up, concealer, lashes – it's going to be nice to be laid back.”

Smiling, she predicts coming face-to-face with a snake will be her toughest challenge.

She confides: “In my head I am a superhero but snakes are not my thing. I am petrified of them and they are my biggest fear.”

Despite cooking for her daughter at home, Oti says she doesn't regard herself as a chef and will be far happier chopping up an octopus' tentacle than trying to put together a delicious meal.

“I am a terrible cook,” she insists. “But I am very helpful and I can cut up an octopus' tentacle if I need to.

Yet whilst culinary skills are not her forte, she promises to entertain her fellow celebrities by teaching them a few ballroom moves.

“I'd like to think I will be a comfort mum in camp. I can listen to stories, motivate and hopefully entertain everyone with a bit of dancing.

“I hope to teach everyone a few moves. We will create our own talent show in the jungle!”

One of the things she is most looking forward to is creating some ‘money can't buy’ friendships with people she wouldn't normally meet. And as a former *Strictly Come Dancing* winner, she also vows to be competitive when it comes to the *Bushtucker Trials*. She explains: “This is one of the shows where it is really nice to be determined, ambitious and competitive when it comes to doing a challenge. It will be about getting the stars.”

She insists the long hours sitting around the campfire won't be an issue as it will be a chance to catch up on much needed sleep. “As a new mum, I am going to use it to my advantage,” Oti stresses. “I am going to catch up on a whole year's sleep!”

“Of course not seeing my daughter is going to be hard. She is going to be one of my biggest motivators. My husband is really excited I am doing the programme. He loves the show too!”

Keen for viewers to see her away from the glamorous showbiz world, Oti predicts her fellow *Dancing on Ice* judges will be surprised to see her pop up on the programme but thinks some of her old colleagues on *Strictly* might be secretly pleased she is having to face up to her big fears. “They will laugh 100 percent,” she admits. “Some of them might be quite happy. They will get some payback! But I think everyone on *Dancing on Ice* will be genuinely surprised.

“It's going to be nice for everyone to see me away from the talent world and this is definitely going to be far harder than judging on TV. When you judge, you watch a lovely show, have a Sunday roast and then go home. This will be 100 times harder than that and I definitely think I will cry too in the camp. “I do cry on *Dancing on Ice*. I think we will see a bucket load of tears from me.”

Given she has triumphed in the *Strictly* ballroom, how would it feel to be crowned Queen of the Jungle? “Wow I haven't thought that far,” she replies. “It would be amazing but it is not the reason I am going in. I am looking forward to all the new challenges and yes, I hate snakes, but I'm hoping to keep the mindset of ‘everything will be fine!’



ALAN HALSALL

Corrie Star

Phobias: I'm not scared of anything at home but if you were to put ten snakes on my head, I don't know how I would feel about that as clearly I've never been in that situation before!

Biggest misconception you want to dispel in the jungle? It will be nice for people to get to know a bit more about me rather than my character, Tyrone.

Role in camp: Joker. For such a small person, I have got a big personality and I can be quite jokey! I am hoping people will share my sense of humour.

Aside from family, what will you miss the most whilst in camp: Golf, being in Corrie and how Manchester United are doing.

Best & worst attributes: My sense of humour and I hope to have a laugh in camp. Worst? Sleeping is going to be interesting. I have problems sleeping and it has to be pitch black and deadly quiet – now that is not going to happen!

Dream camper: Tiger Woods. I am golf obsessed and for me, he is the greatest. I'd love to pick his brains about how to be a better golfer.

Coronation Street legendary actor Alan Halsall has joked his appearance on *I'm A Celebrity* is the 'worst kept secret' after he was forced to pull out last year to have major knee surgery.

Alan – who has played Corrie's Tyrone Dobbs for 26 years – says he can't wait to finally take part in the hit ITV1 show.

Smiling, Alan says: "It feels like the worst kept secret ever! It was a bit of a shock when I got the knee injury last year and whilst I am signed off surgically, I still have several months of physio ahead of me.

But a top football professional like Rodri, for example, would take about a year to get back to playing football (after something like I've had) and he has the best medical staff in the world. So for your average Joe like me it is going to take longer."

He says one of the big reasons for saying 'yes' is down to the fact some of his colleagues loved their experience on the show. Alan adds: "I am very close to Andy Whyment and Jenni McAlpine, who have both done it before, and everyone tells me they had such a great experience. It's a life experience and I am sure I will learn some new things about myself along the way too."

He laughs when asked if they have given him any great tips. "I don't think you can give a great deal of advice about something like this," he replies. "I have been watching this every year it has been on, so I know what to expect! Corrie has been fantastic with it all and I am definitely not leaving the soap. You just won't see my character for a while on-screen."

Admitting he only eats 'bland food' at home, Alan isn't very worried about the small portions in camp. He does, however, confide leaving his daughter, Sienna, behind will be incredibly tough. "That's going to be really difficult," adds the much-loved actor. "She has found the idea of me going difficult. It is only in the last two weeks or so that she has come around to the idea. We never spend more than two weeks apart. I am very emotional about Sienna, so it will be interesting to see how I cope. I tend to try to hide my emotions but with Sienna I'm not very good at all - I think I will have several blubs. She is 11 and so I'm hoping I won't embarrass her!"

"But I am looking forward to meeting different people in camp. This is something I have always shied away from in the past. You are never going to get me on the ice, dancing isn't my thing and this will be much harder than filming a scene in Corrie. There I am pretending to be someone else and delivering lines that are written for me. This is a very different thing. I will miss work too. It's such a huge part of my life and I have been there for such a long time. I work with my best friends."

In the past, soap stars have done well on *I'm A Celebrity*. Would Alan like to be crowned 'King of the Jungle'? The Corrie actor says winning the programme hasn't even entered his mind. "I appreciate this show can do a lot for people," he explains. "But all I want to do is enjoy it. You are dealing with some big personalities in camp and I am just looking forward to having lots of fun."



JANE MOORE

Loose Women & Journalist

Phobias: I'm not sure how I will feel when faced with Australian creepy crawlies, as they are so much bigger and I'm not fond of cold water either – so any of the water Trials I would not really want to do.

Biggest misconception you want to dispel in the jungle? Journalists as a whole can sometimes be misunderstood and so I am hoping to have a good conversation about that.

Role in camp: Shoulder to cry on – especially with younger campmates. If someone is struggling, I will be the person who will try and help them out.

Aside from family, what will you miss the most whilst in camp: Food. This is going to be a big one for me as I am a three meal a day person and I don't snack, so it will be tricky.

Best & worst attributes: I am very organised and so if anything needs organising, I'm your girl. I will also try to fill the long hours with lots of conversation. My worst? I get up at least twice in the night to go to the toilet, as I am a woman of a certain age. I will try to be quiet!

Dream camper: Madonna, Adele and Victoria Beckham would all be great – anyone who knows their own mind and has something to say.

As a regular panellist on Loose Women, Jane Moore is never afraid to express her strong views – and she is hoping to bring a lively debate to the *I'm A Celebrity* camp.

Admitting she loves finding out about people's lives, Jane promises she will be asking plenty of questions in an 'organic way' during her time in the jungle, just as she does on the hit ITV1 daytime series.

"I will fill the hours with good chat," explains Jane. "I find people really interesting and I want to have organic conversations. I won't be like, 'Tell me about the time...' but I will be asking questions just because I am interested. I hope they (my fellow campmates) don't get offended!"

She says she accepted the chance to appear on the hit programme because it will be such an adventure. "I am really excited," she adds. "I'm apprehensive about being away from home, being isolated and away from my phone and laptop – but actually, this is also the very thing I am looking forward to. I have never done a reality show before and I've always said when we talk about these things on Loose Women that this programme would be the one. I like an adventure and it appeals to me."

"In fact, my Loose Women colleagues have been saying to me for so many years to do *I'm A Celebrity*, telling me: 'You would love it'. Linda Robson said she would go back in a heartbeat, and I think they will be thrilled when they find out that I am finally taking their advice and the leap."

Describing herself as an 'organised person', she also admits she is trying to look at the famous Bushtucker Trials in a logical manner.

"I like to think of myself as a gutsy person but this remains to be seen," she muses. "I'm sure a lot of people think that before they face those Trials and then courage goes out the window! I'm not sure how I will feel either when I am faced with an Australian creepy crawly that looks like a tarantula rather than a house spider. The eating Trials, again I know it's not going to harm me but retching is an involuntary reaction and my body might have other ideas."

Laughing, she then says: "Vomit live on TV – now that is a career highlight!"

Determined to try her best in the Trials, Jane is, however, predicting her newspaper colleagues will be voting for her to do as many as possible. "They will think it's hilarious when they find out," explains the Loose Women star. "They will vote for me to do the worst kind of Trials."

Ask Jane about her role in camp and she thinks it will be very much centred around her maternal instincts as a mum herself. "I have been on this planet a long time and I will be the person who will try to help them out," she admits. "My two daughters are really up for me doing it and my youngest one keeps telling me: 'Mum, it is going to be amazing'. If there is someone young in there struggling, I know it will appeal to my maternal side.

"But cooking you will not find me putting myself forward for. I am not a good cook, I am rubbish. I know the food is going to taste pretty insipid too."

Will she cry in camp? Like the Trials, she isn't sure how she is going to react. "Physical reactions and emotions are something you can't control," replies Jane. "And how you think you are going to react could be different. And so I could end up having a good blub!"

As for how she would feel to be crowned Queen of the Jungle, Jane insists it is very much the taking part that matters. "If it were to happen, I would enjoy the moment," she says. "When I have seen this programme in the past, it's all about the people who are having the experience together and the great camaraderie. It's not the winning but the taking part. Now *I'm A Celebrity* is approaching, it's exciting. I am really looking forward to the whole experience."



DEAN MCCULLOUGH

Radio 1 DJ

Phobias: I am terrified of everything – snakes, green flies, being suspended off a cliff – it's all torturous. Don't tell Ant & Dec but I don't like being confined in tight spaces either!

Biggest misconception you want to dispel in the jungle? Nothing, but I haven't drunk for four years and I am very happy to fly the flag for young people who don't drink. I am happy to show how I do still go raving.

Role in camp: A friendly shoulder to cry on and bringing some positive vibes to proceedings. I'm also happy to be the camp cleaner every day.

Aside from family, what will you miss the most whilst in camp: Music. Playing music is what I love to do and I get so much pleasure out of it.

Best & worst attributes: I'd like to think I will bring lots of good vibes. Worst? I am known to wake up in the middle of the night.

Radio 1's early morning breakfast DJ Dean McCullough admits he is so petrified of everything, he had to switch the first episode of last year's *I'm A Celebrity...Get Me Out Of Here!* off because he was so scared.

And when he once spotted a cockroach in a hostel, he reveals he immediately checked out of it.

But the lively DJ is determined to overcome his phobias of 'everything' and enjoy what he likens the show to as a three-week therapy camp.

Dean admits: "I am terrified of everything and the more I think about being put in the ground with 50 snakes or getting those green fly things that bite poured over me – well there's just no point thinking about it, as otherwise I won't get on the plane!"

"When Ant & Dec say things like, 'We are going to suspend you off the side of that cliff', you know it is not going to be a fun day out. It's no Alton Towers – it will be torturous.

"I made the mistake of watching episode one from last year and I nearly passed out watching it. I had to turn it off. And I hate cockroaches. There was a cockroach in a hostel I stayed in once and I checked out during the middle of the night, as the thought of it – urgh, even talking about it now gives me the chills."

How will he feel then if he gets voted for a Bushtucker Trial? "I will give everything a go," vows Dean. "I want to try and get some stars for everyone. I have travelled the world, I have backpacked, taught in orphanages and I have gone through the mill several times. But I am 32 now and it's time to start a new chapter and learn a bit more about who I am. A three-week therapy session is the perfect way to describe this!"

"I'm a massive fan of *I'm A Celebrity* and I am so intrigued to find out more about it. I do hope to bring lots of good vibes to the camp. Every camp needs someone to bring everyone together when the mood is low and I want to be the person who makes sure everyone is ok or the person who makes up a dance routine in camp. Will I encourage everyone to sing in the camp? Absolutely!"

As well as hoping to bring plenty of fun, he is also happy to share with his campmates his own journey to get to *I'm A Celebrity*. "I am a Cancerian and I don't shy away from emotion," explains Dean. "I am happy to have some deep and meaningful and share parts of my life I haven't shared before – how I got to Radio 1, my coming out experience and things people don't know about me. If the time is right and it feels correct, I am more than happy to share."

Dean has yet to tell his fellow Radio 1 DJs he is entering camp but predicts when they find out, they will be very supportive and encourage listeners to vote for him. "I will miss being away for so long and I am going to miss my listeners," he adds.

How would it feel to win the programme? "Oh come on," he replies in disbelief. "I can't think that far ahead. I am here for a good time – not a long time. But I am from Northern Ireland and I am doing this for my country. Now as it approaches, I'm really scared but I am really determined to give everything a go."



TULISA CONTOSTAVLOS

N-Dubz Singer

Phobias: I am not going to give too much away by telling people what to vote for, but I will be scared of a lot of stuff!

Biggest misconception you want to dispel in the jungle? I am not the person that people perceive me to be and this will be a chance for everyone to get to know the real me.

Role in camp: Goofball and Mother Hen. I am normally the mummy in N-Dubz.

Aside from family, what will you miss the most whilst in camp: Music. I am always listening to music and I've always got it on. The silence is going to drive me crazy.

Best & worst attributes: I am a good communicator and I'm aware of other people's emotions. **Worst?** My eating habits. I am really OCD with my food so if something comes on a bone, I have to pick it all off first before I eat it. They will be waiting for me to finish so whoever wants to do the dishes, I will still be sitting there two hours later with the same little bowl!

Dream camper: I really love Egyptian history and there is a famous historian called Coach Billy Carson. I would never be bored if he joined the camp.

N-Dubz singer Tulisa Contostavlos admits she is going to need more than hypnosis to conquer her fears in the jungle, after avoiding appearing on the programme in the past because she was so terrified.

But the star says she feels a lot more adventurous this year and wants to take on the challenges, just like Frodo Baggins in *The Lord of the Rings*.

Admitting she is ready to conquer her phobias, Tulisa hopes people will also finally find out more about the real her, rather than ready-made perceptions they may already have of the pop star.

She explains: "I am like Frodo Baggins on an unexpected journey. I feel really adventurous this year and the place I am now in, I want to do things that take me out of my comfort zone. I have always said I wouldn't do this show in the past, as there are things that have terrified me. But the person I am now, I want to throw caution to the wind."

She goes on to confide she daren't say which of the famous Trials terrify her the most for fear viewers will then vote in their droves to make her do one. She adds: "It's definitely sinking in now, I am going to need more than hypnotisation to help me as there will be a lot of stuff I am scared of in there."

The former X Factor judge reckons the first few days in camp will be the hardest.

"I'm a big softie and I'm an emotional person," explains Tulisa. "I will probably struggle in the first few days as doing something like this is a big deal for me. I haven't been thrust this much into the spotlight in a while and I have avoided it out of irrational fear. I will probably be the most emotional when I first go in. It will take me a while to settle in, but I know I will get past that."

Describing herself as the 'mummy of N-Dubz', she won't, however, be attempting to recreate Myleene Klass' iconic jungle shower moment during her time in camp. "I am wearing black," she vows. "I am going to pack three plain bikinis, as I don't want to draw attention to myself."

Referring to Myleene's white swimwear, she then adds: "I am not going to step out in white. It will be the polar opposite and if someone can hold up a towel then I will (ask them!)"

She says her fellow N-Dubz bandmates have yet to find out she is appearing in this year's *I'm A Celebrity*, but predicts they will be excited – just like her best friends are.

"My friends who I have told are really excited," she confides.

"They feel it will be good for people to see the person I am – and not the perception. They are two very different people and they are excited. I just want to be in a place now where I live authentically."

Happy to help with the camp cooking, Tulisa says the small portions won't bother her because she regularly fasts at home. "I always like fasting for health purposes," she explains. "Sometimes I spend a week eating lentils, so I don't think it is going to bug me as much as others."

One of the things she is most looking forward to is living like her ancestors. "I am a pretty chilled out individual," she says. "And whilst I do like structure, there is something good about freeing yourself and living like our ancestors - being at one with nature and not having to look at your phone. That's going to be a really enlightening experience for me. Whether I like it or not, I know I will be a better person for it."

She is also looking forward to sharing stories together around the campfire. She confides: "I wear my heart on my sleeve, especially when I am getting to know people and it's coming from a friendly place - so I will be loaded up with stories!"

But the singer admits she isn't thinking about winning the programme. "My number one mission is to be my true authentic self," she vows. "If me being my authentic self connects with people in a mass way, then it must mean I'm doing something right in life. But I am not going to go looking for it. This isn't a career move for me either. I will always go back to N-Dubz and this is a one-off experience."



MELVIN ODOOM

TV Presenter & DJ

Phobias: I really hate insects and creepy crawlies.

Role in camp: I will be the person who is always there for everyone.

Aside from family, what will you miss the most whilst in camp: Mint tea, slippers and music.

Best & worst attributes: I'm a very positive guy in every situation. My worst? I snore loudly and I've been trying to train myself not to do it before I go into the camp.

Dream camper: Bruno Mars or a comedian like Ricky Gervais.

Radio 1 DJ Melvin Odoom admits he vowed to hit the gym after accepting the offer to take part in this year's series in a bid to look like his close pal, JLS singer Marvin Humes, in the famous jungle shower.

Revealing he also asked his friend, who starred in last year's I'm A Celebrity, for a lowdown on what to expect in camp, Melvin confesses however, that one of his biggest fears as he prepares to enter is not facing the creepy crawlies in a trial – but, in fact, snoring too loudly at night and waking his fellow campers up.

The Radio 1 DJ explains: “Snoring is my biggest fear. I have been trying to train myself, as messing with people's sleep is a big deal. I might be the camp's enemy if my snoring comes out. It's loud!”

But Melvin says that despite his snoring worries, he knows the chance to be on I'm A Celebrity is a once in a lifetime opportunity he simply couldn't turn down – especially as many of his friends have starred in it before too.

He says: “Over the years, loads of my mates have done it – Joel Dommett who I love to bits, Roman Kemp, Jordan North and I am very close to Marvin Humes.

“Marvin has given me some advice on what to expect in camp.”

Roaring with laughter as he talks about aspects of camp including the famous jungle shower, Melvin says he hopes he will look as good as his pal, Marvin. He adds: “I want to look like Marvin did last year when he looked sick in the shower!”

Melvin is also determined to find the positives in whatever is thrown at the celebrities. He adds: “Ant and Dec will be there, I will get to meet some really cool and talented people – and so I am trying to appreciate all of those positive aspects rather than think about lying in a coffin with creepy crawlies on my face, as I know that will freak me out. I am scared of everything!”

A person who wears his heart on his sleeve, he admits, however, he has been close to tears thinking about how tough it will be not being able to speak to his sister, who is his ‘biggest cheerleader’. Says the DJ: “I was thinking ‘who would I most want to speak to (whilst in camp)?’ and I started tearing up thinking about my sister and being far away from her. She is the best person in the world. I really hope there is a character in the camp who is like my sister.”

As well as snoring, Melvin is also worrying about lack of food. “One of the things I am worried about is if we don't get a star,” he says. “I can become a different person if I haven't eaten enough – I am Moody Melvin! It's very rare (this happens), but I will try my best to do all the Trials.”

He says being away from his beloved job at Radio 1 will also be tough. “They are family,” he explains. “They want the best and I can already imagine what it's going to be like on the radio show (when I am in Australia) and how they are going to react. Of course they will encourage the listeners to vote for me! We are all each other's cheerleaders and we all support each other.”

He pauses, smiles and then referring back to his famous pop star friend, he adds: “I know Marvin is going to be bigging me up and all the JLS boys too.”

And how would he feel if he went on to win the show? “It's not about winning,” he insists. “I just want to experience it and hopefully say I got through it all. Winning is not the be all and end all. I want to go there, get on with people and there will be no drama!”



COLEEN ROONEY

TV Personality

Phobias: I don't think I have got any phobias. Then again, I could say, 'Oh I'm not scared of heights and then get up on a high building and the panic sets in!

Biggest misconception you want to dispel in camp? I have been in the public eye for over 20 years now and people take what they want from it. I do think people will get a better idea of what kind of person I am.

Role in camp: I'm a mum, but I'd like to think my role will be a team player. I am organised so maybe that will be part of my role too.

Aside from your family, who/what else will you miss in camp? Aside from my family and friends, my phone and a pen and notepad. I love jotting things down.

Best & worst attributes: I am quite a focused person and so I hope I will be someone who says, 'Come on, let's battle through this'. My worst? I didn't think I snored, but Wayne says I snore – not continuously though – just every now and again!

Dream camper: Adele. I've never met her. She is down-to-earth, she has a good voice, and she can sing us a song every now and again.

After years of being asked to take part in many different TV programmes, Coleen Rooney has finally said 'yes' to the show she is a huge fan of – *I'm A Celebrity...Get Me Out Of Here!*

And the fact she has finally accepted an offer to take on the epic challenge is, she admits, the most rewarding thing she will take away from her appearance.

"It has been year after year I have been asked to go on a programme and it's always been a straight no," says Coleen as she outlines her reasons. "Over the years, there have been different things going on in my life and also, my children have been really young. But they are at an age now where I can go away for this length of time. I also feel it's time to have a challenge for me and do something different. It has taken many, many years but I'm finally doing it. And I have always said if I was going to do one – then it would be this show. I think it will be good for me."

A genuine fan, she adds: "I do watch the show every year, you get hooked on it, you get to know the campmates, the challenges are always entertaining and it's a good family show. The most rewarding thing for me is the fact I have actually agreed to do it. It's a massive thing as I am so close to the children, I do everything for them. I am a really organised person and so to take myself away from that is going to be difficult. But I've got a very supportive family around me and I know everything is going to be fine."

Readily admitting not having any contact with her husband, Wayne, or her four boys will be the toughest aspect of taking part, she says they are, however, very proud she has taken the challenge on. "Wayne is supportive," she confides. "He did say, 'You know you are going to be on camera 24/7?' but I said, 'Yeah that's the show!'. He is fine with it all."

Is she more gutsy than Wayne? "No, if he had time, he'd have a go," she replies. "I am not saying he would go in, but he wouldn't be completely put off. I haven't spoken about it with my younger two boys as not many know, but my eldest son told me: 'Yeah go for it'. My second one was a bit more emotional. He thought about me being away for a long length of time, but hopefully that will pass. My parents are happy too that I'm doing something for me."

Looking forward to life in camp, Coleen insists she doesn't have any special phobias but admits she is preparing herself to be voted for Trials. "I don't have phobias but the older you get, things that you never got nervous about you now do."

Describing herself as a team player who will help with any job, she won't, however, be putting herself forward as chef of the camp. "I would not like to give someone food poisoning", she explains. "Yes I cook at home, but what you get given is not what you cook every day. But I don't think small portions will be as hard as other things. I am quite petite and I do run around some days and miss a meal. But not on purpose, more because I am so busy. When that happens, I don't get hangry."

So would she like to be crowned 'Queen of the Jungle'? "Of course it would be lovely to win," she replies. "But if I don't, then I will get to see the kids! Whatever I do in life, I like to put my all into it and so if I am going in there, it would be nice to stay until the end. Why would I go in there and then want to come out after week one? I want to go as far as I can but perhaps more importantly I have spoken with others who have taken part and they have all said that it was an experience that was a once in a lifetime opportunity and will probably never come again so wanted to get the most out of it, so I am excited to be a part of it"

Coleen adds, "I am really looking forward to *I'm A Celebrity* now and I hope I can make my family proud – no pressure!"



BARRY MCGUIGAN

Former Boxing Champion

Phobias: I don't exactly enjoy hanging out with rats and snakes and spiders... but I don't have a phobia of any of them.

Biggest misconception you want to dispel in the jungle? I think most people know me as a good fighter, a decent person, garrulous at times - in a jovial way, I'd like to think. I'm a decent guy.

Role in camp: I would imagine I'll be one of the elders... I'd like to think I'd be someone who would act as a 'calmer downer', if you like.

Aside from family, what will you miss the most whilst in camp: I'm not a ferocious eater, but I do like my sweet food and I do like sweet drinks. That's going to be something I'm going to have to tolerate.

Best & worst attributes: I'm determined. But maybe as I'm getting older I'm getting more irritable. It's just a natural thing, an age thing. I'm more irritable than I was 30 / 40 years ago, put it that way.

Dream camper: My wife! She knows me and we would bump along very well. She's an amazing girl. If you're going to encounter problems and issues, she is phenomenal. We're 43 years married and I'm still madly in love with her.

Former Boxing Champion Barry McGuigan is no stranger to taking on tough challenges and with one eye on getting to the 'later stages' of the show, it's both the physical and psychological aspect of it that appeals to him.

"It can be physically arduous, but it's the psychological part of it that I want to conquer before I get too old," Barry explains. "I'm 63 now. I'd like to think I'm a young 63, but that doesn't mean it'll make any of these challenges easy. I'd rather do it when I'm 63, than 73, put it that way."

Of how he thinks he'll do, Barry says: "I'd like to do well. I'm not saying I'm going to win, but I'd like to be in there for a sustained amount of time so that I can get to know all of the guys in camp."

With a nod to his boxing career and winning turn on Hell's Kitchen, Barry thinks his role might fall into the category of referee: "I acted as a referee and appeaser in Hell's Kitchen. But this is different. A whole different set of circumstances. It'll be a challenge. I would imagine I'll be one of the elders and you can look at that in a calming down way. I might get irritated. I really don't know."

He adds: "I'm the consoler when the guys have a hard day in the gym and they haven't sparred particularly well. I put my arm around their shoulder and say, 'Listen, that's just the way it is. Tomorrow will be different.' So I go back to the 'elder' position. My age has taken me into that category now. I'd like to get a good experience out of it. I want to enjoy it. I'd be delighted to get to the later stages, put it that way."

Asked if he'd refuse to do any of the Trials, Barry is quick to reject the suggestion: "I couldn't refuse to do it. Once you've made the decision to get into I'm A Celebrity, you have to be willing to do everything. It might be disgusting and you might be tired, but being a fighter and being dedicated and committed to training and getting ready for fights... you have to go through hell, physically as well as psychologically. So, I know what I'm letting myself in for." He laughs, "Listen, it might be very funny, me going, 'Oh no, go on, you do it!' There might be all of that. But at the end of the day I'm not going to refuse."

While he has had some success in the kitchen, Barry jokes: "I still can't cook! My fabulous wife does all of that for me. I'd be willing to help out. If nobody else can do it, I'd be happy to chip in. But I'm pretty good at cleaning. My wife and my three sons and my seven grandchildren come around, I end up doing the cleaning up. We've got a good old bit of team work going. I hope that we can create a team in the jungle. I hope we can create a good working environment. So people who are good at cooking, for example, get to do that. People who are good at cleaning up and tidying the place up, they come in and make it work well."

Barry doesn't have any specific phobias, but the lack of sweet treats is on his mind. He says: "That'll be the biggest challenge of all, learning to cope without food, with very bland stuff to keep you going and for just putting in the calories so that could be the most difficult challenge." Taking part, he says, will be a real 'class in absence'. He adds: "It's about being able to abstain from stuff and not allowing it to bother you or be overbearing."

His sons are backing him to take part, but did have some words of advice. Barry explains: "My sons, who I talk to all the time and ask for advice, I said, 'Should I do this?' They said, 'Yeah, dad. You've got good discipline, you're good with people and invariably you'll be aggravated and irritated and annoyed, but you've got good forbearance. You're good at handling stuff like that.' I'm hoping that I can do reasonably well and make a good account of myself. They also said, 'Don't pick your ears or pick your nose! And try not to use bad language.'"

Known throughout his career as The Clones Cyclone, the thought of potentially being able to take part in the Celebrity Cyclone is a welcome one. Barry says: "I should be able to embrace it fairly well! Because of the way I fought, I fought relentlessly, I just used to track my opponents so I was called The Clones Cyclone. It's something that's stuck with me. I hope it helps me with this."



GK BARRY

Podcaster & Content Creator

Phobias: I am terrified of everything!

Biggest misconception you want to dispel in the jungle? I think people assume I am always full on but I'm actually a calm person.

Role in camp: Not the chef! I think I will be someone who will try to cheer people up if they are missing home and bring a few one liners.

Aside from family, what will you miss the most whilst in camp? My cat and what is going on in the world – so much happens every week, but we will be none the wiser and just surrounded by trees.

Best & worst attributes: Making light of a negative situation. I am a good person if you are upset. My worst? I snore and to be honest, I can be lazy at times. But yes, I do know I am going to have to do some chores!

Dream camper: Paris Hilton or Joanna Lumley. If they were in camp, that would be my ideal.

Podcaster and content creator GK Barry says she can't wait to finally meet Ant and Dec in person, after being a guest on their Instagram Live show two years ago.

I'm A Celebrity's popular presenters encouraged fans to suggest guests for their digital show Jungle Club and the fan favourite was GK Barry.

At the time, the TikTok star admitted she was a super fan and she laughs today as she confesses she can't believe she is now actually going to be taking part in the famous jungle series.

"Too right I'm a super fan," says the social media influencer. "They (Ant & Dec) went: 'What is a GK Barry?'; and now we have gone from that to me being on the show. It has gone full circle.

"I can't wait to meet them in Australia in the jungle. I am also excited to meet everyone on the programme, as the cast is always so amazing."

But the TikTok star knows she is going to have to overcome a lot of phobias during her time on *I'm A Celebrity*. Revealing she is terrified of 'everything', she confesses: "I haven't slept in a month. I am scared of the Trials and I am genuinely scared of everything. The eating trial to me is the worst thing you can do to a human being. You also don't know who you are going to click with either but hopefully after the first week, I will settle in nicely."

Recalling her only time camping as a child, GK Barry then adds: "I did once sleep in a tent in the garden, but I went in after a few hours as it wasn't very fun."

She says she will miss her girlfriend and cat the most. "When you are missing home and all you want is your comfort people, then that will be hard if they are not there," she explains. "But my girlfriend is also very excited for me and thinks I will do really well."

She then jokes: "I have got her a cardboard cut out of me so it's not weird when I am away!"

Currently one of the UK's biggest social media stars, GK Barry is determined, however, to use the time away from her phone as a retreat. "I am imagining this as a retreat," she says. "I can't wait to not have to be on social media and I think the small food portions in camp will be fine too."

Given she is such a big super fan of the programme, it's no surprise to discover she would love it if she did go on to win the show. But she is dismissive of her chances of being crowned the 'Queen of the Jungle'. "I am not expecting to go in and win," she insists. "Of course it would be a dream to win after watching the show for years and it would be absolutely mental if I did win."



DANNY JONES

McFly Star

Phobias: I've tried to forget all of my phobias. I've never been put in a situation like this before. I'm hoping that I don't come home with new phobias...

Role in camp: I'm just going to bring some laughter hopefully. That's what I would like. My grandad says, 'A day's worthwhile, when you make someone smile.' I've taken that on and gone, 'Well, I want to make people laugh.'

Aside from family, what will you miss the most whilst in camp: I'll miss my own bed. I love my bed. And food. I love burgers. I only go to the gym so I can eat burgers and drink beer.

Best & worst attributes: I can kind of cook. So I'll bring a bit of that. Apart from that I'll just be the silly billy in the corner having a good time.

Dream camper? It'd be Dougie! He's the King of the Jungle. He should actually open up a zoo. He's got lizards and all sorts of stuff at his house. He loves it. He loves animals and nature.

McFly singer Danny Jones is on a winning streak with *The Masked Singer* and *The Voice UK* victories under his belt. But he's not sitting at home staring at his trophies - instead, he's ready for another challenge.

Danny describes *I'm A Celebrity* as a 'bucket list thing' and says: "I felt very privileged to be asked to do it. This is an amazing opportunity. I had time in the diary, which was insane. I'll never get the opportunity again. I've always learned so much more from pushing myself out of my comfort zone. For me it's learning about myself as well. And showing my little boy that it's ok to be scared - it's do it and conquer it."

Asked which Trials he's dreading, Danny laughs: "All of them... it's genuinely all of them."

But he can also already envisage the bits he's going to enjoy the most. Danny explains: "I'm looking forward to the evening when someone's come back with all of the stars - or I've come back with all of the stars - and everyone's championing you saying, 'Yes, come on! The sun has set, the fire's on, you've eaten and you've got that little high from your food. I'm looking forward to those evenings."

Danny says he hopes he's easy to live with: "I'm quite patient. I'm quite placid. I'm quite chilled. I like it calm, I like putting music on, I like it smelling nice. I like a bath in the evening..."

Talking of bathing in the jungle, will he be heading to the famous jungle shower? "100%," Danny enthuses. "A cool shower in the evening!"

The singer isn't keen on the idea of being away from his guitar for so long, wistfully admitting: "I'd love to have my guitar... to be without it is going to be a killer."

But he is already preparing for camp life in other ways: "I've stopped drinking caffeine. I've lowered my calories a little bit. It's going alright. I felt the hunger for a few days. It's not going to be anything like the rice and beans!"

Danny joked that signing up has earned him some unexpected compliments from friends and family. He smiled: "I've had a couple of voice notes from people saying, 'I can't wait for people to fall in love with you' or 'I can't wait for people to see that you're genuine' or whatever. It's really nice to hear that. I've never heard that. It takes me going to the jungle for my friends to tell me how much they like me!"

So with plenty of wins under his belt and a bandmate's victory to contend with, is being crowned King on his mind?

Danny says: "I've had my fair share of winnings recently. The treble would be amazing - from *The Masked Singer* and *The Voice* to *I'm A Celebrity*. But for me, it's all about going in there and just having a good time, enjoying it. I'm going into a very unknown, vulnerable space that I've never been in before and I don't know what it's going to be like. But I'll do my very best. It's not in my hands. I just want people to see me and get me and understand me."

Asked if his bandmates would give him a hard time if he didn't win, Danny says he's not expecting that. "They are competitive, the boys. But I don't think so... I don't want to think about winning, it's too much pressure."





ITV ANNOUNCES I'M A CELEBRITY...UNPACKED

This autumn on ITV2, *I'm A Celebrity...Get Me Out Of Here!* is launching a brand new interactive companion show called *I'm A Celebrity...Unpacked*.

Hosted by jungle star **Joel Dommett** alongside Capital radio DJ **Kemi Rodgers** and reigning King of the Jungle **Sam Thompson**, our new jungle trio will be primed to really dissect everything that is happening in camp and speculate on what might come. They won't be shy in giving their opinions and expect lots of fun debate.

They'll strive to get all the latest behind the scenes gossip with unseen clips, exclusive interviews and the insider's guide to the iconic Bushtucker Trials. They'll also be joined by various exciting celebrity guests throughout the show's run.

Viewers will be encouraged to join all the lively debates via social media and the app, as well as asking for their questions to be put directly to the campmates live in the Bush Telegraph or in the studio once they've left the Jungle.

After each celebrity leaves camp they'll appear on *I'm A Celebrity...Unpacked* to provide an exclusive insight into their time in camp and offer up their honest opinions on the remaining celebrities.

The show also plans to delve into its rich history of campmates and feature former *IAC* jungle legends, to give them the opportunity to share their views on the current series and reminisce about their time in camp.

Ant & Dec will also appear on the show giving their unique insights into all the latest camp actions that viewers will have just seen on ITV1.

Joel, Kemi and Sam are funny, lively, straight-talking jungle fanatics who will each bring their own unique take on all of the latest action and what's happening in camp.

Joel Dommett said "It's BACKKKK! To say I'm excited to do live jungle based telly again is an understatement! I really adore the spin off show and I'm so glad it's returning for more in depth chats with A&D, the campmates and incredible guests. It's going to have a different feel to it, giving fans of the show extra goss and juice. I started my TV career there and fingers crossed I won't say the wrong thing on live telly and end it there too."

Kemi Rodgers said "I am absolutely over the moon to be a part of this massive show – I've been such a fan of *I'm A Celebrity* for years and years, and I'm so excited that I get to bring the group chat to life by delving into everything that's going on within camp. I'm absolutely honoured to join Joel and Sam and can't wait to get started, see you in the jungle!"

Sam Thompson said "What a complete honour, I can't believe I'm going to get to work on such an iconic show with Joel who I'm a big fan of and the fabulous Kemi, this is a dream come true."

I'm A Celebrity...Unpacked has been commissioned for ITV2 by Katie Rawcliffe, Director of Entertainment & Daytime ITV and Kevin O'Brien, Entertainment Commissioning Editor ITV.

The show's Executive Producer will be Lee Smithurst and the Series Editor is Lyndon Taylor-Tovey for Lifted Entertainment (Part of ITV Studios).

- *In addition to airing live on ITV2 & ITVM, I'm A Celebrity...Unpacked will also be repeated on ITV1 the following day in the afternoon.*
- *Ant & Dec's 'Jungle Club' on Instagram will also continue giving IAC fans even more opportunities to engage with the show.*

JOEL DOMMETT

It's the first year of *I'm A Celebrity... Unpacked*, how does it feel to be back for the new *I'm A Celebrity...Get Me Out Of Here!* companion show?

It's unbelievable! This show is a part of me. I learnt so much when I did the Extra Show for 3 years before, I'm so excited it's back but with a fresh, new feel. It feels like we've got a chance to really mix things up!

What can we expect from *I'm A Celebrity...Unpacked*?

Hopefully it will bring loads of discussion! Everything that's happened in that episode, we can then literally unpack... see what I did there?! We've got an hour to really deep-dive into the show, giving people more of what they want. I'm really excited to get the most of everyone who's on the show, whether it be guests, Ant & Dec or previous campmates!

How will it differ from *Extra Camp*?

Since I last did the *I'm A Celebrity* companion show four years ago, things have really changed in the way we communicate and how live telly is made. We'll get loads of interaction this time around with us and the viewers, whether that's via TikTok, Instagram, Twitter, lots of zoom calls to people back home. That connection is going to be so much easier than before, it will make the show more seamless!

How does it feel to be doing the show alongside Sam Thompson & Kemi Rodgers this time around?

It's really great! Sam is a ball of boundless energy, he's a wonderful cheerleader and hype man! It's so lovely to see that enthusiasm having experienced the jungle last year, it's so immediate and visceral for him, whereas I was in 2016 so it was a bit further away, so it's more nostalgic I suppose. And Kemi is great - first of all she's an incredible presenter, really professional, really funny and because she hasn't been there before she can live it in an entirely different way from us! She'll be on the viewer's side of things, and will offer a fresh perspective.

What's your advice for this year's camp mates?

Just enjoy it as much as you can! Having 3-4 weeks away from all your technology devices is life changing! It makes you realign all your values and priorities, whilst also being in the world of this iconic television show, surrounded by some of the most interesting people in the country. Whether you agree with what they think or you don't! Embrace every moment, it's such a special scenario and one you'll never get to experience again, well, unless you're Katie Price!

Who would you like to see in the jungle?

From a purely selfish perspective, I'd like my wife and my 1 year old child, purely so I could see them everyday from afar! What I love about this show is the mix of real old-school famous people, with new young fresh faces that can share a new perspective. For example, someone like Noel Edmonds being in there before to bring that old-school perspective, and then having someone like Sam in there who brings that fresh hope and excitement, brings so much diversity to the camp! I also love when they bring in an American too, someone who doesn't necessarily understand the show - Jamie Lynn Spears, Caitlyn Jenner, perfect examples of that real outsider learning about the show as they experience it day by day.

What are your biggest phobias?

My biggest phobia now as a Dad has turned into my child not sleeping during the night. There's also some really mad critters out in Australia that are just in your dressing room, and this time there's no cameras around. You never know what you're going to see!

What was your luxury item when you did the show. Would it have changed now 8 years on?

My luxury item was a framed picture of Ant & Dec! I didn't get it in the end because I did it as a joke, but it got to the point where others were putting themselves through some horrible challenge to get it for me, and I was like 'don't worry about my one!' There would be nothing worse than me getting a picture of Ant & Dec and them not getting a sentimental item like a pillow with their children on. But obviously, I'd still have the photo of Ant & Dec as my luxury item!

Talk to us about the show's Trials and challenges. What would you like to see the campmates do?

The Trials and challenge teams are so incredible at putting things together, they're so fun. It's so important for the morale of camp! I'm looking forward to seeing what the first challenge and trial will be this year, starting the show with a big bang! I had to walk the plank back in 2016, it was absolutely terrifying.

SAM THOMPSON

Welcome back King of The Jungle! How does it feel to return one year on, this time for *I'm A Celebrity... Unpacked*?

It's a dream come true. Everything I've done this year has been so wonderful and this is just a cherry on top of the cake. I think everyone knows it's my favourite show. I remember being in my living room with my parents sat on the floor watching it and the fact that I can still be involved with such an iconic show is amazing. When I left I never thought I'd ever get to even see the jungle again, so to be able to go back to the place that is the cause of probably the happiest moment of my life is gonna be so amazing. Also, doing it in a professional capacity is so important as well. I adore this industry, I love presenting and I love being around good-energy people and being able to watch Joel do what he does and anchor this show so amazingly and then being able to be alongside Kemi and us learn from him it's just the best experience! I feel very lucky.

Alongside plenty of energy, tell us about what you'll bring to *I'm A Celebrity... Unpacked*.

I like to think I'll bring a lot of insight and happiness! We want to know the ins and outs of camp life, what are they thinking? What's the first day like? We'll be getting into the mindset of what is actually going on in camp and giving some behind the scenes knowledge. We're really gonna be trying to make it all about the campmates this year which is going to be really really fun.

What can you tease about the upcoming series? Will there be any surprises in store?

There's obviously going to be Ant & Dec, I mean they are literally my heroes, they are the pinnacle! I'm just going to have to live inside their pockets I think! They've been doing it for 20-odd years and to see the joy on their faces whenever they walk out and to see how much fun they still have, that's the reason why they're the best of the best. When you get to be up close to them it's like being up close to a superstar. Also during the show I might be roving around.. I may not always just be on the sofa, and there may be places that are very close to the campmates, which is really cool. It's going to be a different show to Extra Camp, which is really important to us. We want this to be something new, fresh and exciting. So watch this space!

Having experienced the jungle first-hand last year, what's your one piece of advice you could give to camp mates this time around?

Don't worry about the sleep! You will sleep, it's the best goddam sleep you'll ever have, when you get into the routine, it's the most unbelievable sleep. Treat dinner as family time because it's so lovely, that's when you get to know everyone the best.

Who will you miss the most being away from Pete or Zara?

(Deliberates) Probably Zara because Pete is so stressed with Strictly! I've never seen a man so stressed with his dancing because he's having to learn a whole new skill. I've got to say my girlfriend, I don't want to get in trouble! Pete did say if he gets booted out of Strictly he might come out and see me! We'll get to have another bridge reunion.

Knowing what you know now, would you do anything differently if you were in the jungle again?

No I wouldn't. It went exactly how it was meant to go. I just loved being in there, it felt like a school trip actually, like when you go to Harry Potter World! I wouldn't change anything because it all happened to formulate the most amazing experience I will never forget. I wouldn't want to change anything.

If you could create a brand new trial for the campmates, what would it be? What would you like to see them do?

Tell you what, green ants are an absolute savage! Oh my god. The bites that they will give you, they're the worst. If you were to mix green ants and cockroaches, ooh that will do ya! The smell as well, horrible.

KEMI RODGERS

How does it feel to be joining the *I'm A Celebrity... Unpacked* family?

I am beyond excited! I've watched *I'm A Celebrity... Get Me Out Of Here!* ever since I was a kid, I've grown up with this show like so many other people and to actually be joining the family is wicked. All I do is discuss what's happening in the show, and now as a job I get to do that every night with Joel and Sam, it's a dream come true!

If Joel is bringing the expertise having presented the show before, and Sam is bringing the energy, what are you going to bring to the show?

I've actually never been to Australia before, so I'm very excited to actually see the camp in real life. I'm going to bring a different perspective to everyone, experiencing what you're feeling at home! I'll be on the side of the viewer. And of course I'll bring all the gossip!

What can we expect from *I'm A Celebrity... Unpacked* this year? Will there be any surprises in store?

This is going to be a really special show because there hasn't been a companion show in a few years. Ant & Dec are going to be joining us on the show, they're the nation's sweethearts...don't tell Joel that! But they are absolutely amazing so I'm really excited to see them. Also there's gonna be interactive elements, which I don't think many shows have done before, so people watching at home you can actually get yourselves on the show. We wanna hear from you, we want to hear essentially the group chat coming to life, the things that you're tweeting about or texting your mates about, we want you to send that to us and you can make it onto the show as well.

You're in great company with both Joel & Sam having experienced the jungle first-hand. Would you ever take part in the show?

I'm so terrified of things but I think I would! It's a great personal challenge and hearing the guys speak about it so warmly, Sam and Joel both had amazing experiences in there, I think they would convince me to do it. I'm a bit of a scaredy cat, I'm not gonna lie, I'm a bit of a wimp, I'd be that contestant that's absolutely screaming and shrieking my head off but I'd give it a good go!

What are your biggest phobias?

Spiders! In fact the other day, I closed my door and a spider fell from the handle and I ran to the other side of the room, so my thoughts and prayers are going out to the campmates this year. I just hope I don't see one on set!

If you could create a brand new trial for the campmates, what would it be? What would you like to see them do?

The team have created so many incredible and iconic trials for 23 years. I think mine would be water-based, I love it when they have to go diving for stars. To take it up one notch further, I'd get them scuba diving into a shipwreck, diving for stars, that would be epic!

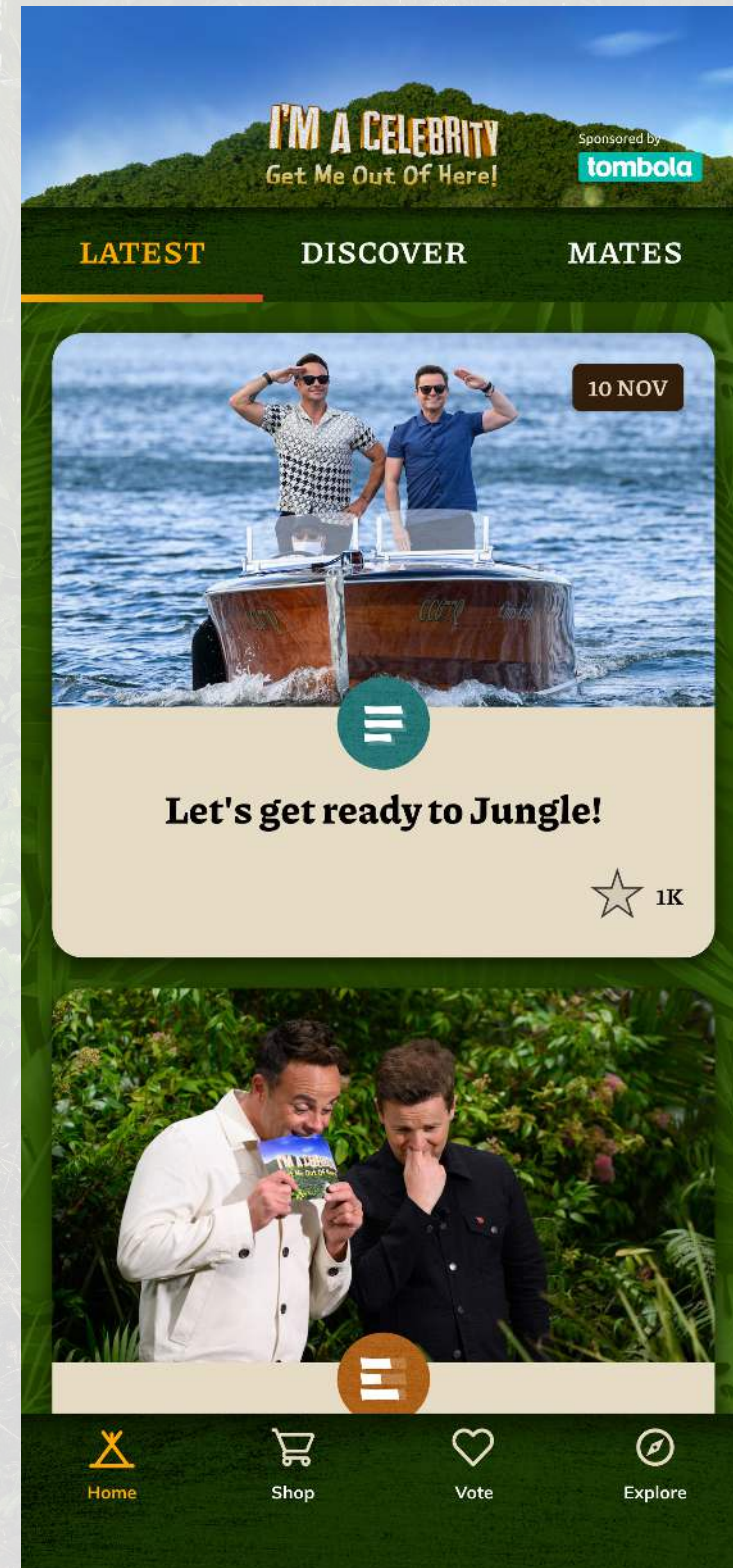
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'App'y Campers!

Plus, make sure to download the free *Official I'm A Celeb App* from your app store so you can have your say every night! The app is bursting with exclusive quizzes, polls and is the only way you can vote for your favourite celebs to face the Bushtucker Trials and to crown this year's King or Queen of the Jungle!

Follow **@ImACelebrity** on all social platforms and use **#ImACeleb** to join the conversation.



tombola

tombola, Britain's biggest bingo site, is returning to sponsor I'm A Celebrity... Get Me Out of Here! for the eighth consecutive year, when the series returns in November 2024.

The famous tombola bugs are back for another year of free to play fun in Bug Match, tombola's daily game. Simply match 3 to win up to £1,000 every day, totally for free! There's 500,000 prizes to be won during I'm A Celebrity... plus our free Deal or No Deal game is available to play, meaning there's two chances to win for FREE every day during the show! With a £1,000 cash prize guaranteed to be won every single day, it's a great time to Open for Fun at tombola. No deposit is required, players must be registered and verified to play.

Over on TV, viewers will see the bugs infiltrating the camp again and watching the campmates from the sidelines. Over the course of tombola's eight-year partnership with I'm A Celeb... this cast of humorous bug characters have become celebrities in their own right as a much-loved feature of the show's sponsorship idents. Each bug character has had similar characteristics and personality traits to the celebs in the camp over the years, and their jokes bring smiles to viewers' faces as the programme enters and returns from the ad breaks on ITV1, ITVX and STV.

As the show unfolds, viewers can get involved with the latest I'm A Celeb... news and camp updates plus free competitions and giveaways on the tombola Facebook(/tombola) and Instagram (@tombola_uk) pages. Follow the hashtag #tombolabugs to join the conversation.

Notes to editors:

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tombola is proud to have one of the UK's most engaged bingo communities, with active Chat Rooms on every online game, featuring 24/7 Chat Hosts. The company has proudly been the headline sponsor of I'm A Celebrity... Get Me Out of Here! since 2017, with ads featuring their popular animated bugs.

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