

AHH, CELEBRITY.



Remember **Knut**, the cute little polar bear born in Germany last year? You know, the one who sparked a media frenzy and became a polar bear celebrity? Knut became the center of a media frenzy dubbed "Knutmania" after becoming the first polar bear to survive past infancy in captivity in more than 30 years. Zookeepers became pseudo-parents after baby Knut was rejected by his mom and the public lovingly adored him. Last week, two more polar bear celebrities entered the world when twin cubs joined the animal ranks at Nuremberg Zoo, also in Germany. While the little twinsies still have an uphill battle ahead of them- they have a 50% chance of survival- the bundles of joy are sure to be just as large an attraction as their counterpart, Knut. Celebrity is an interesting phenomenon. It has permeated nearly every facet of our world. We follow the sightings and sound bites of



movie stars, singers, athletes, business men and women, and even animals like polar bear Knut! The workplace doesn't escape celebrity, either. Whether it's related to an award or special recognition, a degree from a certain school, or even someone's outward appearance, there is often a "celebrity" at work. And that's okay. But don't let it get *you* down. Don't compare yourself to them or beat yourself up for something you can't change. Maybe they are receiving preferential treatment because they graduated from Columbia and you went to the local community college, but there's not much you can do to change that. Keep persevering and you will be recognized, too. Whether you are in the entertainment industry ([TVCrossing.com](#)), construction industry ([ConstructionCrossing.com](#)), or you work on the admin side of things ([AdminCrossing.com](#)), [EmploymentCrossing](#) can help you find your place in the spotlight. Maybe it's time to switch things up and get workin' on your job celeb status. Our [free trial](#) can get you on your way.

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