

# All-Star Lifeguards!

Reality



*Ten of the Nation's Celebrities Embark on the Most Challenging Experience of their Lives as They Train To Be Lifeguards.*

## Synopsis

In each episode our beach-bronzed celebrities compete against each other in missions that will measure their fitness, courage and tolerance. As the show progresses, the weak are whittled down and eliminated until one champion walks away with a cash prize – and a new profession! Alongside the physically challenging lifeguard training, we follow the stars' daily lives in their tropical beach resort home. As the celebrities take on the pressures of real lifeguard training and swimsuit-wearing, our presenter and their lifeguard side-kick put them through their paces. Set in a scenic Thailand production hub available as part of the format package.



## Key Selling Points

- Licensed to **TF1 Group, France** for air in a **daily access primetime**.
- **All-Star Lifeguards** debuted at pole position against **ALL** commercial channels in **Finland** securing a whopping audience of over **224,000** compared to a slot average of 64,000 – **250%** increase!
- **Renewed** in Finland for **series 2** now introducing **male coaches!**
- The format rated **no. 1** across all commercial channels. It continued with superb ratings averaging **160,000** viewers per episode and **doubled** Channel Jim's average **core target audience**.
- Offers a **cost-effective** production hub in a tropical paradise location in **Thailand**.
- Tension-filled **eliminations** each week, celebrities compete in **individual** and **group** challenges; perfect for **daily** or **weekly** slots.