

# Generations on Tour

Reality



*Grab your ticket for Generations on Tour.*

## Synopsis

In **Generations on Tour**, one grandchild whisks their favourite grandparent away on a surprise trip of a lifetime. It's a journey of fun, exploration and self-discovery as two very different generations make one of a kind memories.

But there's a catch; our travelers must leave right away. The most difficult part of the journey might just be getting the older generation to leave on such short notice. Once they've finally convinced the grandparent to go, the fun begins!

Each day of the vacation, one generation must plan that day's itinerary that both travelers must do together. Grandma might choose ballroom dancing. Grandson might choose getting matching tattoos.

At day's end, they record a video diary detailing that day's adventures, frustrations and discoveries.

Our travelers return to a welcome home party with family and friends. There we will show the video we've created of their adventures throughout their trip.

Generations get to bond, and know each other as never before, strengthening the bond of a Grandparent's love.

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## Key Selling Points

- **Winner** of the Kiev Media Week format competition.
- Multi-generational, **feel good format**.
- **Trips can be customized** to be domestic or international, budget friendly or luxurious.
- **Fun, emotional, relatable**, sharing a bond with that special grandparent.

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