

# Yes I Can

Reality



*Imagine That for Sixty Days, The Answer to Every Question That Comes Your Way Is Yes I Can.*

## Synopsis

*Yes I Can* is a unique social experiment, a fascinating, compelling mix of human interest, emotion, adventure and humour.

Mentally, emotionally, and physically stimulating, the challenges and missions embrace new possibilities and discover new things about the world around us. The host meets people with extraordinary, sometimes heart-wrenching stories. It's *Yes I Can* to living rough on the streets, or helping in a hospital in Tanzania...

Sixty days and countless possibilities to free your mind and take in your surroundings.



## Key Selling Points

- Slot winning with **1 million** viewers.
- **Double** the **competition's** share in **18-44** demographic.
- **50% higher** than the competition.

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