



Press Release

The Young and the Restless **Monday to Friday at 5.30pm**

The *Young and the Restless*, one of e.tv's prime soap operas, has received 12 Emmy nominations for the 2007 award ceremony, including one for Outstanding Drama Series. The prestigious Daytime Emmy Awards are awards presented by the New York-based National Academy of Television Arts and Sciences and the Los Angeles-based Academy of Television Arts and Sciences in recognition of excellence in American daytime television programming.

In addition, *The Young and the Restless* turns 34 this Monday 26 March. This continuing CBS drama, which takes place in the Midwestern town of Genoa City, revolves around the loves, enmities, hopes and fears of its residents.

When Y&R premiered on March 26, 1973, it revolutionized the daytime drama genre with its emphasis on storylines geared to younger audiences, its frank sensuality, sleek production values and use of rock and popular music. The show has also been acclaimed for its serious, in-depth treatment of timely social issues and concerns.

Since then the show has aired over 8 900 episodes and has had one of the highest serial daytime ratings in the USA. The show's healthy ratings are often attributed in part to the tight-knit writing and production staff. The show was groundbreaking for daytime serials with its lush production values.

When the show first aired, its glamorous sets utilized freshly cut flowers, elegant wardrobes and hairstyles – in huge contrast to most soap operas, often set in a simple livingroom or kitchen set, where characters would discuss their world over a cup of coffee.

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