



## Press Release

### The Biggest Loser Monday, 11 September at 8pm

The ever-increasing waistlines of adults as well as the shocking rise of obesity in young children has led to a major health crises in the modern world. Statistically, it would seem that many of us could stand to lose at least a few kilos and gain some muscle tone. As fad diets don't work for very long, and it's no fun starving, what is the solution for losing weight in an environment where unhealthy junk food, high calorie snacks and sugary drinks are readily available and consumed as part of our everyday diet?

The answer: lots of time, effort and hard work. Doesn't sound like much fun, but the pay-off is far greater. And that pay-off is what the contestants of e.tv's new weight-loss reality show, ***The Biggest Loser***, have to look forward to. But do they really know what they've gotten themselves into? Tune in from **Monday, 11 September at 8pm** to find out.

Unlike other "reality make-over" type shows, *The Biggest Loser* will focus on exercising the right way, losing weight naturally and promoting positive and healthy living. After years of failed fad diets and unsuccessful exercising, twelve overweight people will begin a journey together in hopes of reaching their goal of weight-loss, getting in shape, and being healthy. Throughout the series, this cast of diverse and dynamic individuals will get the chance to compete for prizes, once-in-a-lifetime experiences such as a gourmet meal prepared by celebrity chef Juan Carlos "The Calorie Counter" Cruz and a helicopter ride over Los Angeles. Most importantly, they will

work towards becoming self-confident about their accomplishments and physical appearance.

Watch each week as two competing teams, headed by celebrity fitness trainers Bob Harper and Jillian Michaels, follow comprehensive diet and exercise plans to undergo radical physical makeovers. Unique physical challenges, surprising alliances and irresistible temptations make the competition even tougher for the contestants, who ultimately have to decide which player gets eliminated each week. In the end, *The Biggest Loser* becomes the biggest winner, walking away with a healthier body – and \$250 000.

For an electronic or hard copy of The Biggest Loser Press Pack, episode synopses, “before” pictures as well as (embargoed) “after” pictures of the contestants, please contact Marisa Hendricks on 021 481 4723 or email [Marisa.Hendricks@etv.co.za](mailto:Marisa.Hendricks@etv.co.za).

Meanwhile, be sure to catch the first episode of this exciting new series. Miss it and you’ll be losing out, big time.

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