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Canuck meat market 'Hooked'

The Hollywood Reporter2 November 2003 | From [HollywoodReporter.com](#) | See [recent The Hollywood Reporter news](#)

TORONTO -- At first glance, snowy, craggy peaks in the Canadian Rockies hardly conjure thoughts of sex, scandal and rivalry. But Canadian TV producer [Michael Geddes](#) wants to change all that with "Hooked Up", a new one-hour reality series that's set to air in Canada on Craig Media's A-Channel stations and Toronto One and be sold internationally as a primetime format. Forget Heidi in the Alps; Geddes' Lone Eagle Entertainment has created a mile-high meat market where 10 young women and 10 young men compete for the perfect mate while riding bucking broncos or white-water rafting. Toronto-based Lone Eagle made a name producing the hit formats "Popstars" and "Supermodels" for Global Television, one of three national Canadian networks. Geddes, executive producer and creator of "Hooked Up", insists that Canuck singles can be just as petty, shallow and ruthless as the best of them in reality TV land.

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