

## **Craig gets Hooked Up**

The producer that brought Popstars to Canada is rolling out Hooked Up, a new reality dating format that has been commissioned by growing Canuck broadcaster Craig Media.

Toronto's Lone Eagle Entertainment, producer of the Canadian version of Popstars, has teamed with Alberta-based Nomadic Pictures to coproduce the lifestyle reality series.

Currently in post-production, Hooked Up (6x60') will air primetime in January 2004 on Craig's A-Channel stations in Western Canada, as well as its newly launched Toronto 1 channel.

Described by the producers as "Temptation Island meets Survivor," the series whisks 10 women and 10 men off on a journey to find the perfect mate. It invites viewers to witness encounters in love, betrayal and intimate affairs as part of a multi-week adventure set in Canada's Rocky Mountains.

Lone Eagle's president Michael Geddes told C21 that he is hoping to sell the finished series internationally, but will also look to roll it out as a "fully packaged" format.

He noted that Lone Eagle is currently in negotiations with an international format distributor to shop the series in the US and Europe.

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