

Discovery Health UK gets Hooked Up

Marking its first ever foray into the relationship reality genre, Discovery Health UK has picked up an outdoorsy dating series produced by Canadian independent Lone Eagle Entertainment.

The 6x60' show was acquired by Discovery Networks Europe through UK distributor Screentime Partners and will air on Discovery Health UK beginning Friday October 8 at 22.00.

"It seems the perfect means of introducing the genre into the channel's programming schedule, blending emotional health, relationships and entertainment in one series," commented Clare Laycock, channel director, Discovery Health UK.

An original format created by Lone Eagle frontman Michael Geddes, the series was broadcast last season in primetime on the national Craig Media Network in Canada. It invites viewers to witness teams of 10 men and 10 women compete in the 'game of love' against the backdrop of Canada's spectacular Rocky Mountains.

Contestants engage in activities ranging from speed dating, to rock climbing, to bull riding, challenging their wits and physical abilities for the privilege of staying in the game for the ultimate prize - their dream 'Hook Up'.

At the end of every episode each person votes off one member of the opposite sex. The format gets more complicated and dramatic as contestants make emotional connections and alliances - both within their teams and with members of the opposite sex.

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