



## LONE EAGLE ENTERTAINMENT INKS FORMAT DEAL WITH TWOFOUR RIGHTS TO DEVELOP WHAT WOULD YOUR KID DO? IN CANADA.

**Toronto, ON - November 20, 2018** Lone Eagle Entertainment is pleased to announce that it has closed a format option deal for the hit series **WHAT WOULD YOUR KID DO?** (WWYKD) with Twofour Rights, to develop and sell the format in Canada. The deal comes on the heels of the formats international success.

**What Would Your Kid Do?** is the top rating format produced by Boomerang in the UK, part of the Twofour Group. The show challenges parents to guess how their children will behave in a variety of situations, merging specialist factual child development psychology with an entertaining gameshow mechanic.

Children are filmed in a real world setting, thinking it's just another day at school. Unassumingly, they'll go through a number of tasks that will explore everything from curiosity to lateral thinking, risk taking to rule breaking.

As the situations unfold, the host will observe alongside the parents as they try to predict what their child will do in each situation, providing a fascinating and often hilariously telling insight into the mind of children - there are also a few surprises that see the host join the children in their world.

At the end of the show the parents who have shown they know their child the best, and correctly predicted their behaviour, will play for a family prize alongside their child.

This fresh format is full of laughs and heart-warming moments that will entertain and inform in equal measure. Series one in the UK reached more than 3.7 million viewers and rated 18% above the slot average across the series.

**“WWYKD is a great entertainment series which all families can relate to. It's been an international success and we believe Canadian audiences will love it. We are very pleased to be working with Twofour Rights.”**

### **About Lone Eagle Entertainment**

Lone Eagle Entertainment Ltd. is an independent production company based in Toronto, Canada. Founded in 1996 by Michael Geddes. Lone Eagle develops and produces high-concept television and formats, such as the award-winning, multi-season series *You Gotta Eat Here!* on Food Network Canada and the comedy panel show *Too Much Information* for Super Channel. Lone Eagle Entertainment's *Popstars* was the #1 rated Canadian series for three consecutive seasons. Lone Eagle Entertainment has also brought TV audiences such favourites as *Wipeout Canada*, *Inside the Box*, *You Bet Your Ass*, *The Office Temps*, *Hooked Up*, *Game On*, *The Call*, *Supermodels*, *Tribes of the 21st Century* and *Carlawood*. Lone Eagle Entertainment's series are distributed around the world.

### **About Twofour Rights Company**

Twofour is an international award-winning factual, features & entertainment television producer with offices in the UK and US. Twofour Rights is the in-house rights arm of Twofour, representing the Twofour Group's extensive catalogue of global programming within the international marketplace. Home of the ground-breaking television 'time travel' formats, including *Change Your Tune*, *This Time Next Year* and *Give It A Year*. Their extensive catalogue of unscripted programming with new and returning shows spans primetime feature documentaries, lifestyle, scripted reality and entertainment. They have a dedicated, multilingual sales team with strong broadcaster relationships, who deliver new and creative ways to maximize revenue across all platforms and media.



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