

CITV unleashes "Don't Unleash The Beast"

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[Children](#)

Brand new immersive game show Don't Unleash the Beast will take young viewers into a mythological world on a quest for ancient lost treasure on CITV this autumn.

Set in the underground world of Halian, a team of three intrepid Treasure Seekers undergo a series of challenges to find the precious treasure. One tiny snag...it is guarded by a ferocious and foul Beast, meaning one wrong move and all its might will be unleashed.

Produced by Tiny House Productions and CPL Productions, a Red Arrow Studios company, in each episode, one group of three brave souls must complete the tasks, fend off the Beast and find three precious ancient artefacts. Succeed and they are rewarded with a fabulous prize. Fail and they'll become Beast fodder!

Guided from afar by the Professor, played by comedian and magician Pete

Firman, who is the leading expert in all things Halian, the team of three set about meeting a combination of physical, mental, skill-based team challenges on their treasure hunt.

They must work together, support each other, keep cool under pressure, use team-strengths wisely and throw themselves into the tasks like nothing they've ever done before.

The new 13x23 series begins on CITV from 2 November with episodes Monday-Thursday at 5:30pm and daytime repeats at 11:30am Tuesday-Friday.

Don't Unleash the Beast is commissioned for CITV by Paul Mortimer, ITV Controller of Digital Channels and Gemma John-Lewis, Assistant Commissioner Entertainment. The commission is one of a raft of new shows to benefit from the Young Audiences Content Fund (YACF), managed by the BFI, which supports the creation of distinctive, high-quality content for audiences up to the age of 18.

Gemma John-Lewis said: "This series format creatively combines a wonderfully imaginative setting with an immersive experience crammed with physical and mental challenges that require real teamwork to overcome that promises to engage, excite and inspire young viewers. I just hope the beast goes easy on them."

The Executive Producers for CPL Productions are Danielle Lux and Murray Boland and Emma Hyman for Tiny House Productions.

Emma Hyman said: "We're thrilled about the launch of *Don't Unleash the Beast*. What a treat to be able to deliver such an exciting and escapist show at a time when CITV's kids need entertaining more than ever. It has a bit of everything: high drama and laugh out loud moments and a Beast that is just a little bit terrifying."

Jackie Edwards, Head of Fund for the BFI's Young Audiences Content Fund, said: "We're delighted to be supporting *Don't Unleash the Beast* through the Young Audiences Content Fund. This exciting, engaging and quite frankly exhausting gameshow, is a very welcome return to the genre for this age group and is in line with our aim to provide young audiences with more live action programming of this type."

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