

# ITV to bring The Real Games to viewers in 2021

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#### **Holly Willoughby and Freddie Flintoff to host new big event show**

Celebrities will go head to head in a range of sporting challenges for new 2021 event, The Real Games, on ITV.

Initial (part of Banijay UK) have been commissioned by ITV to produce the show that sees a dozen familiar faces pulled out of their comfort zones to be coached, trained and then to compete in the hope of coming top of the medals table and being crowned winner of the competition.

Hosted by Holly Willoughby and Freddie Flintoff, The Real Games will also see former professional footballer and television presenter Alex Scott as trackside reporter and former professional football player and presenter Chris Kamara as commentator.

Holly Willoughby said: "I'm really excited to be presenting The Real Games with Freddie and the rest of the team. I can't wait to watch our celebrity competitors go head-to-head."

Freddie Flintoff, added: "This is going to be a brilliant week of TV. Our celeb competitors will need to be at the top of their game to be in with a chance of topping the medals table."

The six male and six female competitors will battle it out in the athletics arena, the swimming pool and gymnasium. Each will put their sporting prowess to the test in events, from the 100-meter sprint to doubles diving, racking up points on the medals table. As well as live coverage of the events, each episode will feature the celebrities' preparation, their gruelling training programme leading up to the competition as they aim to reach their peak physical condition. As the medals table takes shape with each episode, the series will culminate in an exhilarating final show in which the overall winner will be crowned.

The Real Games is commissioned for ITV by Nicola Lloyd, Commissioning Editor, and Sue Murphy, Head of Factual Entertainment.

Nicola said: "Obviously 2021 is going to be a big year for sport events but for entertainment in a sporting setting, look no further than the real games. With a host of famous faces taking part we're expecting big names, huge events and gold -medal winning egos. We're delighted to have Holly along with Freddie guiding us through, joined by Alex and Chris and we'll be revealing more about the competitors in the lead up to the show. We can't wait for the fun and games to begin."

Initial (a Banijay UK company), run by Katy Manley and Cat Lynch, is producing The Real Games (2x90', 3x60') for ITV. It will be executive produced by Sebastian Grant for Initial.

Katy Manley, Joint MD of Initial, said: "This joyful event is the perfect TV spectacle for 2021. Our 12 celebs will have the nation cheering from their sofas as they battle it out for top spot. A far cry from their comfort zones, we'll see them pushed to their limits - surprising us and themselves with their achievements. Expect tension, drama, laughs and a whole lot more."

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