

# ITV and Twofour announce new adrenalin-filled format: Loaded in Paradise

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## [ITVX, Drama](#)

Twofour and ITV's Director of Reality & Acquisitions and Controller, ITV2, ItvBe & CITV, Paul Mortimer, are delighted to announce the 15 x 60' commission of Loaded in Paradise, an action packed, adrenalinised reality game show where party-loving pairs island hop Greece's Aegean Islands in a race to take control of - and spend - 50,000 euros.

The series starts with 5 pairs and a gold card loaded with cash, to blow on the wildest trip of their lives. However, only one lucky pair can be in control at any time. For this pair it's simple, live their best life on the run but don't get caught! Meanwhile, everyone else will be trying to hunt them down and take control of the card. The cash card will be loaded up with a fresh cash injection daily, so our spenders can live it up and spend, spend, spend.

At the end of each 48-hour chase, a luxury safehouse will open and everyone will reconvene. Dotted across the Aegean islands, these amazing and luxurious hubs will allow viewers to see the drama and fallout of the chase as they all come together. On the final leg of the chase, there'll be a big twist as everyone chases the gold card one last time.

The new series is planned to premiere on ITVX, and will later land on ITV2.

Paul Mortimer said "Loaded In Paradise brings a fun and fast-paced new format to our viewers which fits our ongoing strategy to drive new, young audiences in streaming."

In addition, the ITV2 Weekender franchise – which includes seven series shot in the Balearic Islands – will be relaunched with a brand new location in Kavos for another super-sized 10 part series. The programme guarantees the ups and downs, romances and tongue-in-cheek adventures of a holiday in one of the nation's favourite holiday hotspots.

Satmohan Panesar, Commissioning Editor, Factual Entertainment, ITV, who commissioned both series, said: "Loaded in Paradise's heady mix of chase, money and fun will make for an exhilarating new reality format. As for Weekender... we've missed the high jinks of our reps and holidaymakers; Kavos is the perfect destination to get back to the party."

Dan Adamson, Managing Director, Twofour, said of Weekender: "We are incredibly proud of the long-running Weekender series and excited we'll be back partying in a new location as we move the brand forward."

The executive producers for Loaded in Paradise are Louise Hutchinson, David Clews, Nic Patten and Lucy Palmer. For Weekender, which is co-produced by Motion Content Group, Louise Hutchinson and Nina Clement will be executive producing for Twofour, and Melanie Darlaston for Motion Content Group. Twofour is part of ITV Studios. ITV Studios will distribute the shows internationally.

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