

ITV announces celebrity line-up for The Games

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The twelve celebrities preparing to strap on their trainers, pull on their swimsuits and get on their bikes for ITV's new live series The Games have been revealed today as:

TV presenter **Olivia Attwood**, influencer and model **Phoenix Brown**, ex-Strictly pro and leading man **Kevin Clifton**, pop star **Max George**, song writer **Chelcee Grimes**, Harry Potter actor **Josh Herdman**, author, model and autism ambassador **Christine McGuinness**, Coronation Street actor **Colson Smith**, newsreader **Lucrezia Millarini**, musician and TV star **Wes Nelson**, Emmerdale actor **Rebecca Sarker** and actor **Ryan Thomas**, will go head-to-head in a range of sporting challenges for the new series.

Initial (part of Banijay UK) have been commissioned by ITV to produce the show that sees the celebrities step out of their comfort zones to be coached, trained

and then compete, hoping to be crowned top of the medals table this Spring.

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

The six male and six female competitors will battle it out in the athletics arena, the swimming pool, gymnasium and velodrome. Each will put their sporting prowess to the test in events from the 100-meter sprint to diving, racking up points on the medals table.

As well as live coverage of the events, each episode will feature the celebrities' preparation as they're taught the sports from scratch by some of the UK's top coaches. Following their gruelling training programme leading up to the competition, as they aim to reach their peak physical condition.

As the leader board takes shape with each night, the series will culminate in an exhilarating final showdown in which one male champion and one female champion will be crowned.

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

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About Initial

Initial, run by Joint Managing Directors Katy Manley and Catherine Lynch, specialises in reality, entertainment and quiz. Part of Banijay UK, Initial is behind shows such as *Big Brother*, *Tenable* (ITV), *Total Wipeout: Freddie & Paddy Takeover* (BBC One) and forthcoming productions including *Beauty and The Geek* (discovery+). Initial has been the producer of *Soccer Aid* (ITV) since its inception in 2006.

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