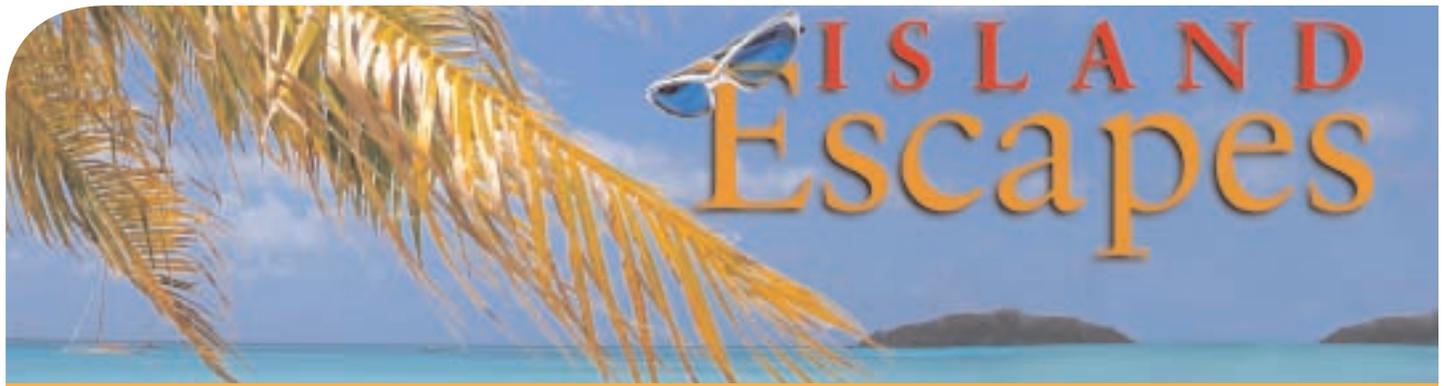


ISLAND Escapes

soapbox
PRODUCTIONS



TRAVEL SEDUCTION... FAR AND AWAY!
13 x 30 Episodes

ISLAND ESCAPES is an in-depth travel documentary series that immerses its audience in the most beautiful and inviting islands of the world.

From the lush exotica found in French Polynesia, Southeast Asia and the Caribbean, to the old-world charm of the Adriatic and the Mediterranean, to the hidden, and sometimes mysterious places found in every corner of the world, ISLAND ESCAPES is filled with real travel stories and with the memorable people who experience them.

Each episode seduces its viewers with an awe-inspiring island. Sometimes it may seem familiar, such as Malta or New Caledonia. But 'escape' is the operative word here, as the destinations serve as backdrops for exploring the culture and experiencing the adventure. With each episode a detailed portrait of that island emerges in an entertaining contemporary style.

In an adventure-documentary format presented by a beautiful, knowledgeable hostess and supported by breathtaking images, the program reveals the details of each island's unique people, history, food and customs.

In the end, escape is the only answer and islands are the only solution!



ISLAND ESCAPES - The Television Program

The world has changed, and along with it, the travel habits of people everywhere.

Travel and tourism is now the single largest business in the world. Direct tourism dollars account for expenditures in excess of half a trillion dollars (US), with several hundred billion more estimated in the intangible travel-related markets (souvenirs, food, gifts, etc.).

Travel television, too, is changing, due mostly to those viewers who have come to expect a little more 'action' in their channel-changing pursuits. Increasingly this audience has adopted a 'get up and go' attitude. Where once simple armchair, destination-based 'travelogues' were the norm, now it's the journey, the real experience that viewers desire. People want to escape, literally – through travel – and figuratively – through television.

Enter, **ISLAND ESCAPES**

"With each episode we explore the surprising possibilities found in each destination, its people and its culture"

With each island episode we explore the surprising possibilities found in each destination, its people and its culture. We not only experience these journeys through the eyes and ears of our host, but also through the memorable people we meet along the way. Adventurous R&R, a little history, a little food, some new friends, and a 'great escape'.

That's **ISLAND ESCAPES!**



THE ISLAND OF SEASON ONE

With over 2,500 inhabited islands on the planet, we're not likely to run out of source material any time soon. There are thousands upon thousands of others just waiting to be explored.

In alphabetical order, here are the ten islands that will make up the inaugural season of **ISLAND ESCAPES**.

Sabah

At the Northern tip of Borneo, a tropical paradise awaits

Iceland

Taking shape before your very eyes.

Bermuda

A bit of European flavour dunked in the middle of the Caribbean

Fiji

Over 300 islands and more than a thousand miles of sandy beaches

Thailand

The islands off the coast of Trang province offer the best of 'Siam'

Maldives

The 'Sunny Side of Life' in the Indian Ocean

Molokai

Unaffected Hawaii with quiet adventure just around the corner

New Caledonia

France's "Best Kept Secret" in the South Pacific.

Sicily

At the 'foot' of Italy, Europe's first multi-cultural society is a unique destination

Saint-Pierre & Miquelon

The most 'original' destination in North America



CREATIVE PERSONNEL / MARKETABLE ELEMENTS

NICK ORCHARD – EXECUTIVE PRODUCER

See bio under company personnel

RANDOLPH EUSTACE-WALDEN – PRODUCER / DIRECTOR

See bio under company personnel

I S L A N D E S C A P E S



COMMISSIONING BROADCASTER CTV Travel

ISLAND ESCAPES will be seen across Canada on the CTV Travel! Network. The series will air, at a minimum, sixteen times over the course of the five-year license term, with at least eight of those broadcasts during prime time. As a comparison, Soapbox hit thirteen-part series "The Great Race" continues to air on the network generating exposure for its production partners. In fact, the entire series has been broadcast more than forty times since its debut in the Fall of 2001.

Furthermore, **ISLAND ESCAPES** will receive a minimum of two broadcasts per episode on the CTV main network during the branded strand "CTV Travel Presents". currently scheduled on Saturdays at Noon, and a minimum of two broadcast per episode on Discovery Civilization during their branded strand, "Life's a Trip"

CTV Travel! is Canada's only 24 hour, national English language specialty travel channel, with a subscriber base of over 600,000 households across the country.

On average, CTV Travel! reaches 250,000 Canadians each and every week. The channel targets Adults 25-54 years of age, and enjoys a 60/40 gender split with a slight skew to male viewers.

Marni Shulman is the Director of Programming and Commissioning Editor for CTV Travel!

