



Press Pack

Background

Russ Priestley is offering to allow one person to experience everything they have ever wanted as a social experiment.

The question's he is seeking to answer are:-

1. Is it possible to be consistently happy?
2. If everything you ever wanted became every day – would this really make you happy?
3. What does it take for a person to be consistently happy?
4. With a chance to do anything, what would you do?

Russ Priestley is a millionaire businessman with a strong interest in the psychology of people. Over the last 25 years, he has been fortunate enough to be able to fund this project and sees it as an area of natural interest.

The Perfect World Project is a brand new TV show, where a group of 10 people are transported to a luxurious villa situated on a sun-drenched Island.

Against this idyllic backdrop they will compete against each other for the chance to win the show's ultimate prize. Only the worthy will win.

The winner will get the chance to enjoy a potentially life changing experience using the all access, Perfect World Black Card, loaded with a six figure sum, attached to the world's best concierge service.

Will it make them truly happy? I guess we'll find out...

Frequently Asked Questions

HOW MANY PEOPLE WILL BE ON THE PERFECT WORLD PROJECT?

There will be 10 people shortlisted from 5000 applicants

HOW DO YOU WIN?

The final 10 will take part in a series of life challenge's unlike anything seen before, designed to test how worthy and deserving each person is of winning their Perfect Life. Each episode will see 1 contestant leaving until there is just 1 winner.

WILL THE SHORT LISTED TOP TEN BE PAID?

Yes, all 10 contestants will be paid for the duration of the time they are being filmed.

WHAT WILL THE FINALIST ACTUALLY WIN?

The winner of the Perfect World Project will gain possession of the coveted Perfect World Project Black Card. Preloaded with a 6 figure sum and attached to the world's premier concierge service, the card will enable the holder to live the life of their wildest dreams. Go anywhere, do anything, the only limit is imagination. Over the course the winner will be followed by a TV camera crew recording them living their Perfect World. Will being able to do everything they ever wanted bring true happiness to the winner? Following on from the initial 3 months the winner will be given the opportunity to take on the role of 'The Perfect World Ambassador' in which they will sample experiences for the following year as well as acting as a spokesperson for the show's subsequent seasons.

WHY IS THIS BEING DONE?

Partly, this is a social experiment. There are 60 million people in the UK and 37 million working – however, all would like their Perfect Life. This is a chance to find out what would happen if you got everything you ever wanted. Would it make you truly happy? Most of us would say yes, of course, but can we really know how any of us would react unless it really happened? Finding the right applicants has become the hardest part of the process. We believe the public will see within the show the extent to which the Perfect World Productions Team is going to push the contestants to make sure we do find the right

person. It is also the next evolution from reality television which promises to be compulsive viewing.

HOW MANY EPISODES OF THE PERFECT WORLD PROJECT WILL THERE BE?

10

HOW LONG WILL THE WINNER GET TO LIVE THEIR PERFECT LIFE?

Three months, with a further nine months as part of the show's core team reviewing potential experiences for the following season and answering the questions most of us want to know; What was it like? Were the yachts, sun drenched beaches, perfect alpine mountains, the first class VIP travel or perfect food and fine wine a chore? Which is better - a Lamborghini, a Ferrari or should you just leap straight for the helicopter? Or was hiking really the best after all?

DOES MONEY MAKE YOU HAPPY?

Think you know the answer? Well so do we to be honest but we're sure it's not as simple as you'd expect. We'll be attempting to answer this question by monitoring the winner every step of the way.

WHERE WILL THE PERFECT WORLD PROJECT BE FILMED?

The show will start in the UK before the contestants are whisked away to a luxurious, sun drenched island.

WHEN WILL THE SHOW BE FILMED?

Filming schedules can and do change according to a number of factors. The present schedule has us filming early 2017.

WHEN WILL THE PERFECT WORLD PROJECT BE AIRED?

Unknown at this stage but likely to be Summer 2017.

WHICH CHANNEL WILL THE SHOW BE AIRED ON?

The broadcaster will remain secret until filming commences.

CONTACT DETAILS

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