

Play Date



Genre: Factual Entertainment

Timeslot: 30-60 mins

Produced by: Createit Studio & Armoza Formats

Finding it impossible to keep your kids away from their screens?

A play date is the perfect solution!

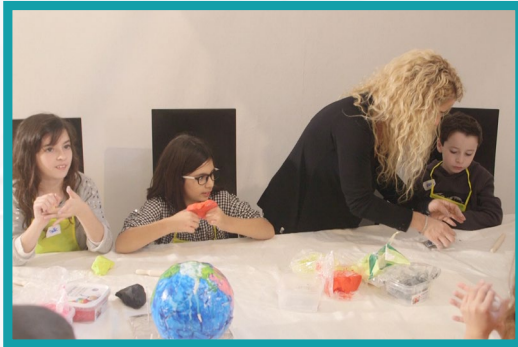
Play Date is the daily stripped docu-reality show that brings parenthood into the spotlight in a fun-filled package, as different families who have never met before come together in the search for the perfect play date for their kids.

★ A peek into people's homes & lives!

★ Unlimited possibilities for activities, ideal for creating a digital community!

★ Potential for endless drama between both parents & kids

★ Perfect for family viewing



HOW IT WORKS

- Every week 5 new families will compete to host the best play date!
- Each daily episode will take place at the house of the hosting family, where the parents and child have planned an activity that exceeds all their creative limits!
- The host parents will be with the kids, entertaining them with an exciting and fun play date that will win them over.
- While the kids play, the other parents will watch their kids from a screen in another room. They'll get to see a new side of their children, while reacting to the play date from their own parenting perspective!
- At the end of each episode, the visiting kids and parents will score the play date, with the week's top-rated experience winning an indulgent vacation for all the family.

Play Date – it's more than just child's play!