



GENRE: LIFESTYLE
TIMESLOT: 30 MINUTES
PRODUCERS: ARMOZA FORMATS, SOHU & ZIPI ROZENBLUM

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ARMOZAFORMATS

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Put on your running shoes for this fresh and fast-paced lifestyle show that combines the essence of a talk show with a highly-charged entertainment format!



- ★ **Taps into popular trend for running**
- ★ **See celebrities from a new angle** in a more natural setting
- ★ **Perfect for sponsorship opportunities**
- ★ **Highly adaptable** - from general entertainment to a focus on lifestyle and health
- ★ **Entertainment on the move!**

HOW IT WORKS:

***The Running Show* is the talk show that never stops moving!**

- ▶ In each episode our beloved host goes on the run, joined by 3 celebrity guests. Whether popstar, comedian, stylist, magician or relationship expert, they'll all have to keep up with our hilarious host as he interviews them.
- ▶ Each guest will be asked about subjects that relate their expertise to more general lifestyle, health and fitness topics.
- ▶ Along the way, they'll come across various challenging and physical pit-stops that will take the interview to a new level!
- ▶ The show's band and special musical guests will add another layer of fun and energy with live performances en route!
- ▶ In a show packed full of surprises, anything is possible as long as you keep moving!