

Spartan: Ultimate Team Challenge heads to Australia

Channel 7 commissions world's toughest obstacle competition

(29 September 2017) Inspired by the global fitness phenomenon, Spartan Race, this is the world's toughest team-based obstacle course. Impossible to complete alone, the only way to conquer it is to work together as a cohesive unit of three.

Raising the bar on team competitions, groups of friends, families and workmates must join forces to race through a specially-designed spectacular Spartan course engineered to challenge their determination, endurance and will.

Seven's Director of Production **Brad Lyons**, said: "It's no secret family entertainment is attracting big audiences and AUSTRALIAN SPARTAN will be the toughest and biggest obstacle course ever seen here. It's so big and tough that you cannot conquer it alone and we will be pitting teams against each other. This will bring added drama as each member of the team relies on each other to make it through this beast of a course."

Chris Oliver-Taylor, MD Matchbox and Chris Culvenor, CEO Eureka said "We are delighted to combine the talents of Matchbox Pictures and Eureka Productions, to bring AUSTRALIAN SPARTAN to Channel 7. This family series will highlight the strength and stamina of some of the toughest and fittest people in the country. It's a true test of teamwork."

Over the course of this massive television event, the extreme obstacles will escalate to truly test the most outstanding athletes in the country. In the end, only one team will triumph and rise to become the ultimate Australian Spartans.

With the second hit season of the American format currently broadcast on NBC, the popular competition has also seen a localised version commissioned in Denmark.

The format rights for Spartan: Ultimate Team Challenge are held by NBCUniversal International Formats and will be distributed worldwide by NBCUniversal International Distribution.

Applications for AUSTRALIAN SPARTAN are now open at www.australianspartan.com

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About Spartan Race

Founded in 2007, Spartan Race was born in the green mountains of Vermont by world-class adventure racer **Joe De Sena**. The sport has grown into a worldwide phenomenon, with huge Spartan communities in over 16 countries around the world.

Not just the ultimate obstacle race, Spartan Racing is a community, a philosophy, a training and nutrition program, a podcast, a series of books, an activity for kids, a range of workout gear, a media channel, an international television format and a digital magazine.

About Seven West Media

Seven West Media is one of Australia's leading integrated media companies, with a market-leading presence in broadcast television, magazine and newspaper publishing and online. The company is the home of many of Australia's best performing media businesses – Seven, 7TWO and 7mate, 7flix, Pacific Magazines, The West Australian, and Yahoo!7, and the biggest content brands including My Kitchen Rules, House Rules, Home and Away, Sunrise, the Australian Football League, the Olympic Games, Better Homes and Gardens, marie claire, Who, The West Australian, The Sunday Times, Perth Now, [racing.com](http://www.racing.com) and PLUS7. The company is expanding its presence in the further delivery of its video and publishing content beyond its digital broadcast channels and across an array of platforms. Seven is now creating more content than at any time in its history and is expanding its presence in international content production with the formation of new international production companies. These new businesses underline a key part of its strategy for today and in the future: the expansion of its leadership in the production of content across all screens.

About NBCUniversal International Formats

NBCUniversal International Formats, part of NBCUniversal International Studios, is the International Sales group for all formats created within the production and broadcast divisions of NBCUniversal. The slate encompasses Reality, Lifestyle, Entertainment and Scripted formats from NBC, CNBC, USA, Bravo!, Oxygen, Syfy, E!, Monkey, Carnival, Working Title Television, Matchbox Pictures and Lark Productions.

NBCUniversal International Formats' leading brands include: NBC competition reality success, *World of Dance*, 21 territory smash *Top Chef*, hit game show *Hollywood Game Night* and scripted formats *Law and Order* and *Parenthood*.

About Matchbox Pictures

Matchbox Pictures is a prolific scripted and unscripted Production company. Its credits include multiple series of *The Real Housewives* franchise, as well as many unscripted productions in Australian, Asia and New Zealand. Matchbox Pictures scripted output includes international hits, *Seven Types of Ambiguity*, *Glitch* and *Barracuda*, *Secret City* and *Deadline Gallipoli* and the smash hit Emmy nominated series *Wanted* for Channel 7.

About Eureka

Launched in 2016 Eureka Productions has become one of the world's fastest growing unscripted production companies, producing over seventy hours of programming in 2017. Eureka produces multiple series in Australia, the United States and Canada including *The Chefs' Line*, *Behave Yourself*, *The Launch* and co-producing *The Voice*.