



SHOW: Carpool

DISTRIBUTION: Online Digital

FORMAT: Five – 5 minute branded entertainment shows

WGAW INTELLECTUAL PROPERTY REG#: 1630974

LOGLINE: An in-transit game show that is 40% *Cash Cab*, 35% *Big Brother*, 20% *Desperate Housewives* and 15% *Branding Magic*. That's right, it's 110% entertaining!



THE NUTS & BOLTS: *New Chapter Entertainment* will select 5 moms to compete in an in-car game show. We'll shoot morning and afternoon commutes to create 5 fast-paced highly entertaining episodes. The moms will engage in outrageous games, quizzes, singing contests and other hijinks to win a wide variety of cash and prizes. We learn about these moms through sometimes embarrassing, provocative and honest questions.

THE HOST: Our show host, who will be a quick-witted mother herself, will be driving the moms. Her job will not only be to get the contestants to and from drop-off points, but to keep the car filled with adult-themed humor. The host will pepper the contestants with questions like: "What's one thing your husband doesn't know about you?" or "If you could have one night with a movie star, who would it be and what would you do?" and "Does size matter?"



POINT SYSTEM: Throughout the competition, the moms will be put to the test with a myriad of games. Winners of these challenges will receive cash, gift certificates, restaurant gift cards, and more. Most importantly, winners of each game will receive points, represented by a rose. The contestant with the most points (roses) will receive an airline travel voucher for \$2,500.



OWNER'S MANUAL TRIVIA: When applying for the competition, each contestant will fill out a personal questionnaire. The answers will come back to haunt them in the Owner's Manual segment. Questions thrown out to all the women in the car could range from "Who in this car lost their virginity on a beach?", "Which contestant has more than 2 glasses of wine a night?", "Which woman in this vehicle hasn't had sex in 3 years?", "Which woman doesn't like her second child?" or "Which woman is probably having a hot flash right now?"



CONVERSATION NAVIGATION: Additional questions will come through the navigation system. Questions like: "Name something you would pay money for your husband to learn to do?" or "How do you explain sex to your kids?"



CURBSIDE FASHION: At one point during the week, our host will pull over on the side of the road and surprise the moms with an impromptu catwalk contest. The mom she deems "best diva" will win a prize.

DOES MOM KNOW BEST?: The contestant's children and husband will fill out a questionnaire that will be utilized in a trivia round during the commute. Video of them may pop up on the navigation system asking questions like: "Mom, what is my shoe size?", "How old was I when I lost my 1st tooth?" or "Mom, name five of my classmates." The host may also ask the questions.

KARAOKE QUEEN: An in-car singing competition where each passenger has to sing a song. Which mom has the chops? A celebrity recording artist can be picked up on the side of the road, put in the front seat, and play the guitar for live celebrity karaoke.



PICTURE THIS: Using the mini-van's entertainment system, the contestants will be asked questions normally associated with men. "Is this (A), a socket wrench, (B), an allen wrench, or (C) a pipe wrench?"

WOULD YOU RATHER: This segment offers very little wiggle room for responses, questions could include: "Would you rather have a great nap or great sex?" or "Would you rather go on vacation alone to a spa or with your family to an amusement park?"

TIPPING THE SCALES: On a scale from 1-10, how annoying is your husband? On a scale from 1-10, how good is he in bed? On a scale from 1-10, how nice are the other moms at your kids' school? The contestants don't even need to answer these questions in order to get great ROC (return on comedy).

SIT DOWN COMEDY: Similar to Jay Leno's "Headlines" segment, the host will take a minute to enlighten the moms on funny pictures or commentary found in newspapers, magazines, parenting books, etc.

PIT STOP: A quick stop at a local restaurant or drive-thru to pick up dinner for the family.

