

# FARMERS' RALLY



**If you think Japanese game shows are wild, wait till you see what the Finns do in the summer!**

**It's raucous rural craziness. It's *Farmers' Rally*. This highly original show was on the air for five years on YLE from 1997-2003 and has 225 proven games that broadcasters can choose from in this hillbilly bonanza.**





Local farmers compete in dozens of wacky games that you've probably never heard of like Wife Carrying, Tractor Golf, Underwater Sawing, Chicken Hypnotizing, Pig Tickling, Swamp Soccer and Uneven Rowing. There are dozens of variations of races, all tested during five years of prime time summer shows on national Finnish TV.

In each episode eight teams consisting of two farmers, or wanna-be farmers, square off in a series of wacky, wild and outrageous games.

Some of the challenges use real life skills like axe handling, or tractor driving. Others really do require stamina like backwards boat rowing and giant pylon throwing. But others are completely "out there" in koo-koo land. When was the last time you had to hypnotize a chicken?

The last team of farmers standing wins fabulous cash and prizes.

It's a cost-effective show with games and challenges that are easily staged and highly customizable for your country.

Yee-haa and giddyup! It's time for some over the top, country-fried fun!

It's time for Farmers Rally. From Small World IFT and Aito Media.



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