



The Day Before I Die

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– *Live Each Day Like It Is Your Last. This is the most unique celebrity profile series ever!*

Sure – the title sounds macabre; however, we are going to have some fun, warmth and inspiration as a celeb imagines what they would do if tomorrow was the last day of his or her life. No, not depressing but actually inspiring as we entice everyone to live every day like it would be the last day of their lives.

Ask Robert Downey Jr or Tracy Ullman or John McEnroe. What kind of last supper would you have? Who do you hope shows up at your funeral? Anyone that you wish you had resolved your differences with? Here's your chance.

“This format is a unique way of producing a revealing celebrity biography with big emotions. It is a show about the last day before you die, but the tone is a positive and stories concentrate on love, family and friendships.”
Mikko Silvennoinen, Head of Programming, Channel Four Finland.

How would you feel about your past life? What were your proudest moments? How do you want to be remembered? What mistakes would you forgive yourself? And forgive others? What kind of food and drink would be at your wake, or celebration? Anyone you want to praise and give thanks? Any of the would've-should've-could've dreams of life?

The Day Before I Die is a program where two celebrities in each episode are asked to imagine and carry out the imaginary last day of their life. Twisted? Maybe. But definitely provocative, emotional, humorous and inspirational to-die-for TV? Very much so.



FRAPA MEMBER

Title:

The Day Before I Die

Format:

22 x 44 minutes

Genre:

Reality / life style show with celebrities

Target audience:

The general public, 25 to 44 year-olds

Originating producer:

Aito Media Ltd

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