



**FOR MIPCOM 2004**

**ANIMUS UNVEILS LINE-UP OF ORIGINAL PROGRAMMING SET TO NOURISH  
THE MIND, BODY AND SPIRIT**

25<sup>th</sup> August 2004 - Animus Entertainment Group (AEG) attends MIPCOM with a varied slate of fully funded and customized programming that focuses exclusively on health and well-being for a mass audience using a unique entertaining style.

Topping the slate are two reality based productions that explore the power of the mind and its amazing effects:

**21 Days** (13 x 60') looks at people who are struggling to lose weight, quit smoking, control spending or liberate themselves from other forms of addictions. Guided by a team of experts, who combine non-traditional techniques, they learn how to face their demons and ultimately kick their habits. **Life Coach** (13 x 30'), presented by Dr. David Baum, a specialist in one of the fastest growing trends in self-help, provides accelerated change principles to people and organisations at a crossroads in life. He equips individuals with the knowledge and tools to seize opportunities and achieve their goals.

Other programmes also presented for the first time at MIPCOM include a brand new reality series entitled **The Seekers** (1 x 60'), whereby a group of young adventurers travel the globe in search of answers to mystical mysteries. The first episode sees them trek into the heart of the Mexican jungle, where virtually no other television crews have ever ventured, to meet the Curanderos of the Mayas. They witness how these 'healing doctors' perform life-altering surgery, and medieval rituals that modern medicine would deem incredulous.

With the likes of Madonna and other celebrities endorsing the power of Yoga, Animus has created unique short-form programming **Strike A Pose** (26 x 90 secs), a series of vignettes that teach every position imaginable and provide a unique understanding as to why this discipline is becoming more and more popular each year.

Already in production, the various programmes will be available both in English and Spanish.

"Whether it is stress, obesity, or depression, the western world seems to be plagued with some form of health battle. With doctors writing prescriptions every minute, it is far more important to focus on prevention rather than cure. I believe our programmes will resonate with viewers and have a global appeal for this very reason," commented Damaris Valero, CEO, Animus Entertainment Group.

Animus Entertainment Group (AEG) is a subsidiary of Animus Group, a privately held advisory group with business interests in media consulting, and production/ distribution of content. Headquartered in Miami, AEG was established by CEO Damaris Valero in 2003, and also maintains offices in New York, Los Angeles and Madrid. Other key AEG executives include Harry Neuhaus, Managing Director and five-time Emmy award-winner Fred Silverman, Chief Creative Officer.

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