

TELCO PRODUCTIONS, INC.

THE REAL WINNING EDGE

What motivates certain young people to excel, even in the face of life's most difficult circumstances? What gives some teenagers the inspiration to stretch their athleticism to the very limit? What gives these special kids the **winning edge**?

The Real Winning Edge is a weekly half-hour E/I (13-16) series introducing viewers to some of the most incredibly talented young people in America. But it's more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who've built character through their struggles with cancer or death of a loved one. It's about kids who have come face-to-face with drug abuse and peer pressure without losing their focus on their goal. Through interviews and profiles, these remarkable young people provide honest answers about how they dealt with adversity in their lives.

Each half-hour program includes three segments featuring the personal stories of outstanding young people. The stories are introduced by an all-star team of high-profile, professional celebrities that include NASCAR's Jeff Gordon, Super Bowl star David Tyree of the New York Giants, NBA celebrity Dwight Howard, MLB Player of the Year Albert Pujols, Olympic champions like Apolo Anton Ohno, Misty May-Treanor and Bryan Clay, music stars such as Julianne Hough, and top names from extreme sports such as Shaun Murray and Andy Finch.

The Real Winning Edge is pure inspiration. It is a program that encourages young people to see beyond their own circumstances and realize they are not alone in their struggles. It is a program that instills confidence in teenagers who are reaching for their own dreams. It is a program that delivers a strong message of hope and optimism for the future of America's youth.

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Terms:

First Run Weekly Half-Hour

52 Weeks of Broadcast

Barter: 3:30 Local / 3:30 National

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