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To Whom It May Concern,

I am writing to you from the independent television production company Initial. We are currently in the process of looking for extremely bright and confident children to take part in a new **Saturday night BBC1 show** and I was hoping you would be able to assist me.

The format of the new show is that of Junior Master Mind meets an intellectual and fun Gladiators style show. The children are in fact the Gladiators and they will test their knowledge against adults in various academic challenges.

I am looking for young people aged between **9-15 male and female to take part**. The children that I find will be extremely bright, maybe on the gifted and talented register or a member of MENSA. All the children need to have an edge to them, have a bit of an ego, be confident, fun, not afraid to compete with adults, not afraid of being in front of a studio audience, highly intelligent with a strong will to win.

I was hoping you could assist me in my search by spreading the word to the parents of gifted pupils at your school.

We are very excited about this show and are looking forward to working with some amazing children. We also feel that the children will enjoy themselves greatly as they will be involved in some innovative and exciting challenges and have the opportunity to meet other like-minded children.

If you believe you can help me or would like further information please do not hesitate to contact me.

Milly.Fraser@endemoluk.com

Tel: 0208 222 4566

We hope to hear from you soon.

Kind Regards,

Milly Fraser

Assistant Producer
Endemol UK

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SEARCH FOR THE NATION'S FINEST GIFTED AND CONFIDENT CHILDREN

*Are you really clever?
Do you enjoy beating adults?
Are you really competitive?*

THEN WE NEED YOU!

The BBC is currently looking for bright, confident and gifted girls and boys, aged 9 – 15, to take part in a brand new Saturday night entertainment show.

If you can help and want to know more please call

020 8222 4566

or email

TheKids@EndemolUK.com

We look forward to hearing from you soon!

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