



Secret Millionaire



The bank of:
Global

Premiere Date: Friday Sept. 24, 2010

Pay to the
order of:

Your client's philanthropic side

Ratings: Eye-popping!

A Friday night ratings win

Memo:

This fall on Global **Secret Millionaire** returns on *Fridays in simulcast* with fresh, new episodes! The show that takes America's wealthy away from their lavish lifestyles and places them in some of the poorest neighbourhoods in America. Filmed *under the guise of a documentary*, the series follows the personal changes that each millionaire undergoes as they invest in those less fortunate. Working for and living on minimum wage, the millionaires team up with community members and must decide who will receive the gift of a lifetime. On the final day, the Secret Millionaires meet with the people they've chosen and reveal to them their true identity and motive: to give them a gift of at least **\$100,000**, an amount that will change their lives forever.

The Secret Millionaire