

CASH IN YOUR TOWN

12 x 30' Series for ITV Daytime

You've uncovered treasures in the attic and spotted bargains at car boot sales, now get ready to turn the knowledge about your hometown into REAL cash.

Every town, city and village in Britain is rich in history. From famous ex residents and must see landmarks to fascinating historic events and cultural attractions. Each and every one of them is full of interesting facts and information – just waiting to be discovered.

And every week, we challenge two teams of FACT FINDERS to soak up as much as they can about where they live and turn their knowledge into cash as they compete against each other to prove who knows most about their home towns, in a quiz, hosted by a famous face from that town.

Part travelogue, part quiz, we uncover fascinating facts about towns and villages throughout Britain as well as discovering new techniques on how to improve our memories from top TV Quizzers and memory experts.

Treasure Hunt meets Quiz in this new stripped series for ITV Daytime.

Format

Our presenter, somebody such as **Carol Vorderman** introduces the town or village, teasing out some exciting facts about them before meeting our two teams. They then ask them how much they know about where they live, before surprising them with a few facts they didn't know.

Then it's time to introduce the teams to their trivia hunting mentor, a TV Quizzer who will show them the best ways to remember the facts and trivia treasures along the way. The presenter then gives each team a checklist with categories on it that will appear in the quiz later on.

The Fact Trail

We follow the two teams around their town as they visit museums, schools, businesses and talk to residents and dignitaries to uncover amazing pieces of trivia they'll memorize and try to remember to turn into cash.

Each programme unveils a little potted history of Britain's towns and villages and adds some surprising finds along the way.

The Mystery Quiz Master

Each week a famous face from that week's town or village will be the Quiz Master. And during the course of the fact finding, there are clues as to who it is, for viewers to guess at home.

The Quiz

Once they've soaked up their facts, we see them prepare for the trivia showdown where they'll *cash in their town*. The village or town hall is then transformed into a dazzling quiz set. The audience stream in and we hear what questions they think our mystery Quiz Master will ask the teams.

The two teams enter and stand behind their podiums before the presenter introduces the quiz and the mystery Quiz Master.

Let The Quiz Begin

Every time a team gets a question correct, they earn money, but it's only the team which answers the most questions, proving they know the most about their home town, who get to walk away with the money.

As the credits roll, we see which town or village we'll be **cashing in** on next week.