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Pete Helliar Is Ready To CRAM. Funny, Fast-Paced New Game Show. Coming Soon To TEN And WIN Network.

Network Ten is delighted to announce it has commissioned **CRAM**, an innovative and funny new weekly game show that will launch on TEN and WIN Network later this year.

CRAM will be hosted by comedian, *TV Week* Gold Logie nominee, children's book author and star of **The Project**, Pete Helliar.

Fast-paced and unpredictable, **CRAM** will see Pete attempt to corral two teams of comedians and celebrities as they test their memories across a series of general knowledge categories.

Each category will be introduced with a "cram": a brief video on any subject from dogs to Leonardo da Vinci, jeans to Justin Bieber.

The teams will be captained by acclaimed comedian Dilruk Jayasinha and actor and singer Virginia Gay (*All Saints, Winners & Losers*).

Divided into two teams of three, the comedians and celebrities will attempt to recall all the facts in the videos. The team that recalls the most facts is the winner.

Pete Helliar said: "I am thrilled to be hosting the exciting new television quiz, panel, game, fantasy, family-drama, comedy **CRAM**. It's something I wasn't expecting but as soon as I started playing I was hooked immediately and wanted in. It's highly addictive and I can imagine Aussie families taking to this as passionately as I have.

"I've always been a big crammer. Whether it was for high school exams or news stories on **The Project**, I've crammed my whole life. I'm also thrilled to be working on another TV show for Ten, who have promised to pay me in Brashs vouchers.

"I am also very excited with the team assembled. Dilruk is not only one of the hottest comedy properties around but also joyous to be around. I suspect by the time the first season is finished Dilruk will not only be a household favourite but the autocorrect on my phone will cease changing his name to 'Soleil'," he said.

"Virginia has not only aced her dramatic and comedy work in *All Saints* and *Winners & Losers* in recent years but I have loved being around her passion and enthusiasm and watching her grapple with various crams is a genuine wonder to behold."

CRAM will be produced by ITV Studios Australia and filmed at Network Ten's Sydney studios in front of a live audience.

The team behind **CRAM** includes Network Ten Head of Comedy, Paul Leadon, and ITV Studio Australia's Peter Beck (*Talkin' 'Bout Your Generation, Mad As Hell*) and Peter Lawler (*I'm A Celebrity...Get Me Out Of Here!*).

Mr Leadon said: "The real joy of **CRAM** is you can't help but play along at home. It's simple; all the facts are given to you, you just have to remember them. But with host Pete Helliard doing his best to make you laugh, remembering the facts can get a little tricky."

ITV Studios CEO and Managing Director, David Mott, said: "This unique ITV Studios format is simply drop dead funny with the game play for our celebrity guests and viewers at home. We're currently witnessing a comedy resurgence in Australia and we're confident that **CRAM** will resonate with audiences of all ages."

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