

## RTÉ One



**Tuesday 21<sup>st</sup> May 2013:** From the makers of Celebrity Bainisteoir comes **Ireland's Fittest Family**, a new primetime **RTÉ One** entertainment show that will search the country for the fittest, fastest and strongest families. After physical and scientific testing, twelve families will qualify to enter the most extreme fitness competition ever.

Over six weeks these elite families will compete against each other on the toughest endurance courses in the country. After each event the weakest family will be eliminated, until there's just one family standing.

The winning family will walk away with a **€15k** cash prize and the title of **Ireland's Fittest Family 2013**.

Overseeing the whole process will be four mentors, well known faces from the world of Irish sport. They will mentor the families, working with them each week on fitness, dietary plans and coaching them to elite levels! Already signed up are Olympic boxing champion **Kenneth Egan**, international rugby coach **Eddie O'Sullivan** and legendary Clare GAA bainisteoir **Davy Fitz**.

Each family team will be comprised of four immediate members e.g. Grandparents/Parents/Children/Step-Children. There must be a minimum of one parent and one male or one female on a team. The minimum age is 14 years old on July 1<sup>st</sup> 2013. There is no maximum age.

**Run without limits...**

**Climb to new heights...**

**Dig deep...**

**Get Physical...**

**Show no fear...**

**TAKE THE TITLE.**

Enter your family into **Ireland's Fittest Family** now @ [www.rte.ie/irelandsfittestfamily](http://www.rte.ie/irelandsfittestfamily)

**Tel: 086 0626111**

**The closing date for applications is June 7<sup>th</sup> 2013.**

**-ENDS-**

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