

ON THE ROAD TO THE FASHION HERO

A One-Hour Television Special Shot in High Definition

On The Road To The Fashion Hero is a new, exciting program that is both inspirational and ground-breaking. It will redefine beauty for a new generation, bringing together real people and transforming the way beauty is seen in advertising and the media.

Filmed in Hi-Def on the beautiful beaches of Cancun, twelve high profile fashion and beauty brands participate in choosing candidates who will represent them for a year. These are real people, men and women of all shapes and sizes, ages 16 - 40. They have created their own portfolios and shared through social media to collect votes for the chance to be the next Fashion Hero.

On The Road To The Fashion Hero captures the attention of the online generation at a time when our attention is the most sought after commodity. Our obsession with social media has changed the way we react to the world around us and how we see ourselves it, and despite the "age of the selfie", we are increasingly using social media to drive societal change.

On The Road To The Fashion Hero empowers real people to create a new standard of beauty and represent a true reflection of the world we live it. It is a social media movement for television with a positive message and a multi-platform experience that will engage and inspire your viewers. Who will become the next *Fashion Hero*?

To view a demo of the program, please visit our website, <http://www.mansfieldtv.com/>

WINDOW: March 15 (first airdate March 21) – September 7, 2015

60 Minutes: Barter Free: All 14 Minutes To The Local Stations
2nd Run Optional



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Please sign me up: Station: _____ Market: _____ Airdate: _____

Please fax back to: 303-799-9988