

# MEDIA

## CRAIN'S NEW YORK BUSINESS

June 23 - 29, 2008

### NEW YORK, NEW YORK

#### Giving gets reality treatment

OPRAH's *Big Give* made reality TV a tool for charities. Now, Showtime programming executive **Blayne Ross** and partner **Scott Talbot** want to get in on the act.

The pair are developing a reality series that will follow an event planner, chef, decorator and mixologist as they organize gala fundraising events at high-profile locations ranging from Gracie Mansion to an airborne jet. The show will feature one charity each week, with the goal of raising \$1 million for it.

More than 150 organizations, from Unicef to God's Love We Deliver, are vying to take part in the series, *America's Greatest Challenge: The Dream Team*.

Mr. Talbot, an entrepreneur who founded Charity Group to help nonprofits, says he has already secured millions in commitments for ads and product placements from food and beverage companies. He says that several networks are interested in the series, which he hopes will debut next spring.

"It's frustrating to organize a fundraising party and find people have donor fatigue," Mr. Talbot says. "This show will raise awareness and money for charities."



July 15, 2008



#### Give a Suggestion

CharityChex is a proprietary credit card merchant technology system that facilitates a point-of-sale, payer-designated charitable donation, including a tax invoice receipt that's printed for the patron. CharityChex enables a seamless transaction between payer, merchant and charitable organization, so operators need not use any of their establishment's resources for the transaction. For more information, call (646) 641-5739 or e-mail [scotttalbot@mac.com](mailto:scotttalbot@mac.com). **CharityChex**

## fundraising SUCCESS

July 2008

### Prime-Time Party for Philanthropy

Interested in having a ritzy, all-expenses-paid gala put together for a nonprofit and then have it televised?

Who wouldn't be? Enter Scott Talbot, chairman of the board of directors for the New York-based Charity Group, which has created the reality show "America's Greatest Challenge."

During each episode, a "dream team" that consists of an event planner, a chef, decorator and mixologist pulls together a party for a charity with the help of corporate sponsors. Charity Group already has secured \$15 million in commitments from food and beverage advertisers that will be featured in the series. Organizations will raise funds through ticket sales from the parties and from viewers.

"Like 'American Idol,' the audience will get to participate, but this will be by texting in a \$1, \$5, \$10, whatever the amount," Talbot says. "[The] work brand."

The show profits already

### THE CHRONICLE OF PHILANTHROPY FUND RAISING

July 11, 2008

### New Reality Show Hopes to Raise Big Money for Charity

A new reality television show that seeks to raise at least \$10-million per episode for charity is being planned by Scott O. Talbot, an Australian businessman and philanthropist.

Working with the producer Blayne K. Ross, who was previously at Showtime, Mr. Talbot said that each show would provide document a fund-raising gala. While that would cost up to \$500,000 to carry out, he said the charity will not be charged.

The show would star four professionals — an event planner, chef, decorator, and bartender — as they work to pull off a one-of-a-kind charity event for each episode. The series would benefit charities such as Unicef, Susan G. Komen for the Cure, and March of Dimes, but Mr. Talbot said he wants at least half of the charities represented to be smaller, little-known organizations.

Mr. Talbot said he has already secured \$120-million in advertising and product offers from companies that want to be featured on the show. He also said the reality series would provide a means for viewers to donate to the charity featured in each episode.

In hopes of a spring 2009 debut, Mr. Talbot and Mr. Ross said they are in negotiations with major networks such as ABC, NBC, CBS, and Fox, adding that different episodes of the show could run on more than one network.