

## Buyers line up to rescue Santa

MIPCOM NEWS: Finnish and Norwegian broadcasters have entered into the festive spirit early and commissioned Aito Media and Small World format **Rescuing Santa**, which has also been optioned by producers in Belgium, the US and UK.

Distributed by Tim Crescenti's Small World, the game show sees Santa Claus kidnapped and contestants sent to the Arctic Circle to take part in a series of challenges to save him and make sure Christmas happens.

Finnish commercial broadcaster MTV3 and TV2 in Norway have picked up the show, which has also been optioned by Belgian producer Sultan Sushi, Finland's Solar Television, UK production company Zig Zag and in the US by Bertram van Munster and Elise Doganieri, producers of the Amazing Race.

Two US networks are also believed to be in the running to broadcast **Rescuing Santa**, which will be run as a turn-key operation similar to the one Small World set up for the series Big in Japan. The Rescuing Santa turn-key operation will take place in Finnish Lapland in winter 2010.

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