



Get Yer' Kicks on



Yup, they'll get their kicks on Route 66 but they will also get their butts kicked on the Mother Road.



Route 66. The Mother Road. Truly, the most adventurous, historic and greatest Americana journey loved around the world. Capturing that Olympic global spirit and taking it one step further, we are taking ten Route 66-loving foreigners and putting them on the ultimate challenge along the mythic Mother Road. Who can best conquer America on a ten-day challenge-filled adventure from Chicago to LA? Yep, they'll get their kicks on Route 66 but will also get their butts kicked on the Mother Road. In a hilarious and sometimes emotional clash of cultures, traditions, beliefs and backgrounds, this new series will redefine what it truly means to be an "American."

They'll have to learn to drive a big-rig in Missouri, throw the slop in a diner in Illinois, become cowboys in Texas, survive a Ghost Town in Arizona, participate in an Indian ritual in New Mexico, perform with a redneck-hillbilly band in Oklahoma, down a 72-ounce steak in Amarillo, do the hokiness in Branson, finally culminating in LA-LA land with a pro basketball game and a role in a Hollywood show. Fascinating characters from America will attempt to show them the way, filled with stunning and iconic sites all along the way.

Oh yes, one other format fun caveat: Each contestant's sleeping accommodations are determined by how well they perform in the challenge that day. The contestant with the highest score will stay at a luxurious "five-star" hotel, while the contestant with the lowest score must spend the night in a sleeping bag at a campground. Throughout their adventure they will not only experience American culture, from traditional to modern, but also endure friendships, romance, and rivalries.



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