

7 WONDER GOES BACK TO THE LAND WITH KATE HUMBLE FOR BBC TWO

7 Wonder, one of the UK's fastest growing independent production companies, has landed its second **BBC Two** commission to produce ***Back to the Land (3x60')*** – a series that celebrates rural Britain and the dynamic new wave of entrepreneurs, farmers and manufacturers breathing new life into the rural economy.

Presented by Kate Humble, ***Back to the Land*** will take viewers on a journey across the country and through the seasons, to unveil some of Britain's hidden gems synonymous with heritage and beauty. From the Welsh county of Pembrokeshire, to the Lake District and the Tamar Valley; each episode will shine a light on a number of modern businesses, which are indigenous to the land and tell the story of the specific region; including the geography, climate, history and traditions.

Kate, who started her own business in the countryside a few years ago, will meet the aspirational people behind the businesses, driving them to keep rural Britain alive. She will follow them as they embark on new and exciting journeys to innovate their businesses, provide first-hand support as they face some of their biggest challenges to date and celebrate some of their most joyous and successful moments with their families and friends.

Viewers will witness the reality of running a rural business and just how much love, tenacity and hard graft goes into making each business sustainable and successful.

Kate Humble says: "Back to the Land is a series close to my heart, one that champions everything I love about living and working in the countryside. It celebrates innovation, invention, passion and sheer hard work, all the things that make rural Britain such a vibrant, diverse and interesting place to live."

Sarah Trigg, Executive Producer at 7 Wonder adds: "We are always looking at ways to create new genres and concepts. At its heart, Back to the Land is a factual format, which touches on elements of history, geography and tradition. But what really brings it to life is the reality element of witnessing these incredible and aspirational people doing what they love to keep the countryside alive. The series promises to not only inspire audiences, but to make us all appreciate just how important and stunning rural Britain is."

The series was commissioned for **BBC Two** by Donna Clark, Head of Formats and Features. The Executive Producers for 7 Wonder are Alexandra Fraser and Sarah Trigg. 7 Wonder is backed by 7 Network Australia.

ENDS

For more information, please contact:

Shereene Witter | Franklin Rae PR

shereene@franklinrae.com

+44 (0)20 3011 1023

About 7 Wonder:

Launched in the Spring of 2014, 7 Wonder is committed to collaborating with the best talent, on and off-screen, to deliver quality, bespoke and beautifully executed content across all non-scripted genres. The joint venture underlines the Seven Network's commitment to increasing its international presence in the production of television programmes and new formats.

7Wonder focuses on the creation of new television programmes and formats, initially for the United Kingdom television market, and is a joint venture between Seven, Alexandra Fraser, Liza Abbott and Simon Ellse. The formation of 7 Wonder builds on Seven's leadership in the creation and production of highly successful programming, including Home and Away, My Kitchen Rules, Border Security, A Place To Call Home, House Rules, Packed to the Rafters. Seven's original formats and produced programmes are sold into more than 130 markets around the world.

About Seven Network:

Seven is Australia's most-watched broadcast television platform.

The network is expanding its presence in media, driving its leadership in the creation of content and delivering that content anywhere, anytime to the biggest audiences.

The company is expanding its presence in the further delivery of its video and publishing content beyond its four digital broadcast channels and across an array of platforms, including live-streaming. Seven is also expanding into SVOD with Presto, a joint venture with Foxtel in Australia.

Seven is now creating more content than at any time in its history and is expanding its presence in international content production with the formation of two new international production companies: 7Wonder and 7Beyond. These two new businesses underline a key part of its strategy for today and in the future: the expansion of our leadership in the production of content.