

Call to action: entries for The Biggest Loser

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Following the enormous popularity of The Biggest Loser, free-to-air channel e.tv is inviting viewers to participate in a local version of this internationally successful reality weight-loss series.

Not only will you get the chance to appear on television, but you will also get the opportunity to lose weight.

Going to air in January 2008, the local version will follow the journey of 16 contestants as they battle the bulge and each other with the goal of becoming the Biggest Loser. With the knowledge that fad diets don't work, participants must prepare themselves for a life-changing experience.

Eating healthily, exercising, looking within and competing against others are only a few of the challenges they will face. This isn't a quick fix, this is for keeps. In the USA, The Biggest Loser brought in over 15.5 million viewers at its peak and was one the highest rated non-sporting event in its time slot.

On Monday 3 September at 8pm, the second season of The Biggest Loser (USA) kicks off on e.tv.

The application forms will be available on the station's website (www.etv.co.za) as well as at e.tv offices nationally (for details phone the call centre on 083 1222). The closing date for applications is 3 August.

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