

HELP ME MAMA



The fun cooking contest “Help Me Mama” casts aside the convention of chefs seeking culinary perfection, as five inexperienced students compete to create the best meal based on their mothers’ telephone cooking instructions, with hilarious and fascinating results.

Genre:
Reality Cooking Show

Duration:
Daily, Access Prime Time

 Trailer



HELP ME MAMA

**HELP
ME
MAMA!**

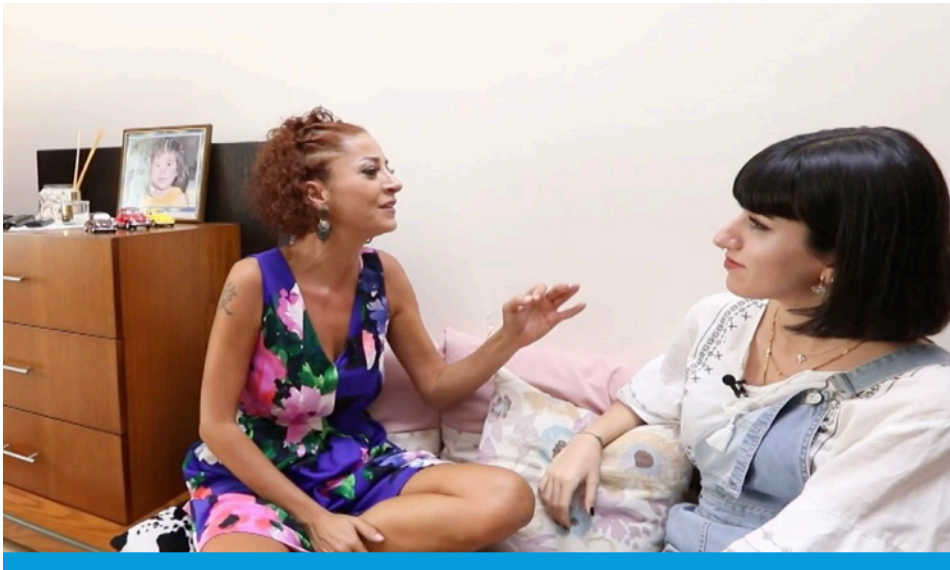


The fascinating cooking show “Help Me Mama” casts aside the convention of great cooks seeking culinary perfection and focuses instead on the love and tensions in the mother-child relationship. Using just instructions over the phone, mothers must guide their offspring in preparing a meal – a recipe for fun, frustration, and entertainment.

Each week, five different university students compete to win a cash prize for the best meal. The show is filmed each day in the home of a different student who makes a phone call to their mother and is given the recipe for a meal. The student must follow her cooking instructions, sometimes successfully and sometimes with hilarious results.

Once the meal is prepared, the student hosts the other contestants and the show’s presenter, who then give their marks on their cooking. The student with the most points at the end of the week is the winner in a show which assumes no cooking knowledge on the part of the contestants and emphasizes having fun more than talent.

“Help Me Mama” captures the challenging situation faced by every young man and woman when they leave home and learn to stand on their own two feet. One of the most difficult first steps in organizing life alone is the skill of cooking for oneself and the new people in our lives. It is a situation everyone can identify with.



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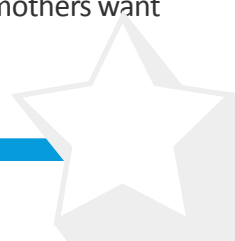
Without the home comforts which a child is accustomed to, a student home is a place where life goes back to basics. A student's diet commonly includes unhealthy snacks and junk food. Usually having little experience of cooking, students do not know any recipes or how to prepare meals.

At the same time, the show explores the tough experience of every mother letting go of their offspring as they set off into the world. The essence of this intimate relationship is encapsulated in the mother's efforts to convey her culinary skills to her child. But the son or daughter may resist as they enjoy their new freedoms and set their own rules.



Their interaction sheds light not just on the love between them, but also on any strains, resentments and prejudices which have built up during their lives together. An extra challenge is provided by only allowing verbal communication – the mother cannot see their child and guide their actions visually.

In an original format which is both amusing and intriguing, "Help Me Mama" reveals the full range of the relationship between a mother and child. Many contestants and mothers may simply enjoy the fun of the show, while the more competitive ones take it more seriously. But ultimately all mothers want to see their child come out on top.



Abdi İpekçi Cad. Park 19 Kat: 3
Nişantaşı 34367 İstanbul - Turkey

T. +90 212 240 5769
F. +90 212 296 6053

www.theglobalagency.tv



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For more information, please contact the sales agent in your territory

GÖZDE SERGİLİ
Europe & Scandinavia
gozde@theglobalagency.tv
+90 533 928 8065

ŞENAY TAŞ
Central and Eastern Europe
senay@theglobalagency.tv
+90 532 285 0696

İŞİL TÜRKŞEN
Asia & Baltics
isil@theglobalagency.tv
+90 533 459 9439

IVÁN SÁNCHEZ
Latin America
ivan@theglobalagency.tv
+90 530 952 6648

DENİZ TÜZÜN
*Russia, CIS, North America, Canada,
UK, Australia, New Zealand*
deniz@theglobalagency.tv
+90 530 140 9922

MIROSLAV RADOJEVIC
MENA & Africa
miroslav@theglobalagency.tv
+90 530 943 4146