

New TV Show: My Extreme Life Takes Reality TV Off Road!

New Reality TV show highlights men and women athletes who compete in the world's most dangerous and competitive sports.

May 16, 2010 (FPRC) -- A Motorcade of two semi trucks and a slew of four-wheel-drive trucks race across Mexico, from Southern California, carrying a prize trophy truck and a pre-runner to San Felipe for the Baja 250. The trek is nothing new for Scott Whipple and Scott Gailey of Canidae Racing, only this time they are being chased by 120 Industries and their crew of producers, directors, camera men, boom mic operators and others who run around with no clear cut titles.

The new show is entitled 'My Extreme Life.' The first season stars SCOTT WHIPPLE and the Canidae racing crew. Each season, the show sets out to follow one extreme athlete, from his or her respective sport. Scott fit this bill to a tee. Not only does Scott hold both world records for dirt drag racing, but races just about anything else on or off wheels.

First sign of trouble 8:00 AM. Two of the trailer trucks are parked side by side at a truck stop with their hoods up. Somebody hollers 'Breakfast!' and suddenly you hear random spattered voices in the distance start calling out 'Burrito Time!'. As the camera men close in, much to their surprise, the mechanics are serving up Canidae's famous manifold burritos from the engine café! Each year the team has cold homemade burritos delivered at 4:00 AM, in the morning. They are placed on the engine's exhaust manifold, where they ride, on the blistering hot engine, from Riverside to El Centro, CA. The burritos come off the mechanical griddle hot and delicious.

Soon after, we arrive at the Mexico border. Fortunately the team is greeted by Homeland Security, who rush the team and their 1.2 million dollar race truck around the long lines and back onto the racing trail. Make no mistake, these trucks are celebrities in Mexico. The sport may, very well, be ranked second to soccer, alone. The racing truck itself, will be greeted in the San Felipe streets by hoards of children and adults, who will flock to the steel beasts in parade like fashion, making a two mile stretch, an all day drive!

After miles of open desert road, the crew is stopped at a military check point by militants in black head coverings carrying machine guns. They make outlandish requests and demand that we give them race shirts, hats and free stickers to pass!

Over the next three days, the team preps the race, on the open course with their brand new pre-runner truck. The agenda, is to get to know the course, take notes on particular turns, rough spots, danger points and obstacles that might be impeding their path. Nothing will completely prepare the driver or navigator though, for the unpredictable crowds that show up by the thousands and litter the trails, sometimes standing right smack the middle of them until the very last second when they jump out of the clearing. Every year someone will get hit, and usually someone is killed. This year was no exception. This is a dangerous sport for those who race, those who watch, and those who film! My Extreme Life puts the E in extreme.

Fittingly the show is executive produced by former street bike racing stand out and custom road bike builder, Jay Duff, in his producing debut. Duff is a common face around racing circles and knows the terrain.

The show is also co-executive produced by Roger Roberge, who is also making his producing debut, though his name has been long known around Hollywood, as owner/operator/CEO of Easy

Rider Productions. Easy Rider provides the trailers, on movie and TV sets, to the stars, wardrobe, hair and make-up, production staff, etc.

Director and Associate Producer of the show is Lewis Marklin Mash, noted for his work on ADHDTV. Mash started his career with ABC News and the Los Angeles Dodgers and has, since, done many news and sports related programs. Mash, who is known for wearing many hats, is a camera man/DP, editor and associate producer on My Extreme Life. 'I look for excitement wherever I can find it. As soon as Jay told me about this show my light bulb came on. I could see it. It has been a lot of fun so far and the Canidae Racing team has been great. I knew that I could lend a hand in many areas on this project, and really that is what I look for, a place where I am needed, and my job may change from hour to hour, in order to see the thing work. One minute I am writing up legal papers, the next minute I'm telling a camera guy what to tape, five minutes later a trophy truck flies by my head at 120 mph while I'm holding a camera, and after dinner I'm editing. The next week I'm emailing and calling pro athletes to book them in for future seasons. It's a rush and the guys I work for are great.'

The first season looks to wrap by summer's end. In the meanwhile, the show is being discussed with several networks. 'Reality TV takes a while, and the amount of footage you compile is massive.' says Mash. 'It's very unpredictable what people will do, so the script is constantly changing. We really don't know what we got until we get into post and start logging the footage. These shows can take a short time, or quite a while, depending on what we are able to capture when people are just being themselves, but the final product is quite entertaining, none the less.'

The intent of the show, is to answer the question 'Why would anyone be this extreme?' and 'How much work goes into a winning effort?' 'What are the obstacles?' and 'What kind of attitude does it take to make it?' Other notable athletes in pro surfing, MMA fighting, skating, BMX, and motocross are in discussions for future seasons.

Visit the official website at:

<http://www.atomiclawn.com/extremelife.html>

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