



CHANNEL 4 COMMISSIONS *CAN I IMPROVE MY MEMORY FROM AVALON*

It was announced today (Tuesday 6th November) that Channel 4 has commissioned a brand new documentary competition hybrid, *Can I Improve My Memory?*, from Avalon (*The Russell Howard Hour*, *Catastrophe*, *Taskmaster*, *Last Week Tonight with John Oliver*).

In *Can I Improve My Memory?*, a one-off 60 minute special, **Michael Buerk** presents a unique memory challenge, in which three celebrities have just two weeks to become experts in unlikely topics they know nothing about. The aim of the competition is to encourage each celebrity to learn new memory techniques, which are taught to them by world memory Grandmaster **Mark Channon**. Fashion presenter **Gok Wan** will be quizzed about the periodic table, veteran broadcaster **Valerie Singleton** is tested on UK grime artists, and reality star **Joey Essex** must learn all about William the Conqueror. They also face a classic memory challenge, where they have to memorise random objects under pressure.

Jamie Isaacs, Executive Producer for Avalon, said: "*It's a great new format and we are very excited about it.*"

Can I Improve My Memory was commissioned by Channel 4's Features and Formats department. It is produced by Avalon with Jamie Isaacs and Michele Carlisle as Executive Producers.

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