



## **HARD TO PLEASE OAPs - A BRAND NEW FACTUAL ENTERTAINMENT SERIES FOR ITV**

If new technology sends you round the twist and seems to make life more stressful than stress-free, then *Hard to Please OAPs* is the show for YOU.

The brand new six-part ITV series features eight seasoned celebrity OAPs grappling with the cutting edge gadgets and gizmos that are supposedly designed to make our lives easier.

Smart speakers, electric cars, remote control golf trolleys, home saunas, high tech tents, dog cameras and pooper scooper vacuums – the future is upon us but not everyone is happy about it: meet The Hard To Please OAPs - a group of no-nonsense grumpy old celebrities, some of whom like things done the old fashioned way. In this irreverent, fun-filled series they are bringing a good dose of common sense to state of the art products and services by getting off the sofa and trying them out for themselves. It's also an opportunity to let off steam about modern life and whether things were really better in the old days, before we became enslaved to wifi, automated ticket machines, satnavs and food delivery apps!

Narrated by *Ab Fab's* **Jennifer Saunders**, the OAP motley crew includes King of the Jungle **Harry Rednapp**, veteran *EastEnders* actress **June Brown**, Jack Whitehall's dad **Michael Whitehall**, legendary *Hi-De-Hi* actress **Ruth Madoc**, ex-political correspondent **John Sergeant**, Three Degrees singer **Sheila Ferguson** TV legend **Lionel Blair** and former *Corrie* actress **Amanda Barrie**.

June Brown on trying to get to grips with an Amazon Alexa, says: *"Why isn't life simple? That's what I want to know? We complicate life. I hate gadgets and I hate social networks!"*

Harry Rednapp hasn't got anything more positive to add saying: *"All of them machines! Arghh, I can't stand it. I don't use them. I think it's quite dangerous for pensioners."*

Amanda Barrie says: *"Driverless cars to me sound really sinister in some way and so dangerous but they're not coming out for another five years and I'll be dead by then so I'll be fine. I'm not going to worry about it!"*

Over the series, will our hard to please OAPs find out if the future really is all it's cracked up to be?

**Hard to Please OAPS airs this April on ITV**

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Notes to Editors:

Hard to Please OAPs is produced by Avalon for ITV

### **About Avalon**

Avalon is a multi-award winning talent management, live promotion and television production group with offices in the UK and the USA. Avalon and ARG, the talent management arm has discovered and represents many artists which are household names, both in the UK, the USA, and around the world. In 2018 Avalon was again named the number one true independent television production company in the UK and has produced numerous ground-breaking television shows including: Emmy and Peabody award winner *Last Week Tonight with John Oliver* (HBO), multi-award winning and Emmy-nominated *Catastrophe* (Channel 4/Amazon Prime), RTS and Rose d'Or winning *Not Going Out* (the BBC's longest running sitcom currently on air), BAFTA and RTS-nominated *Taskmaster* (DAVE/UKTV), multi-BAFTA award winning *TV Burp* (ITV1), *Russell Howard's Good News* (BBC2), *Fantasy Football League* (BBC/ITV) and *Workaholics* (Comedy Central USA). Avalon and Topical Television form the television arm of the company and other shows recently in production include: *Taskmaster USA* (Comedy Central), *Man Down* (C4), *Dave Gorman's Modern Life is Goodish* (Dave/UKTV), *The Chris Ramsey Show* (Comedy Central), and *The Button* (BBC One); whilst the catalogue is sold worldwide by Avalon Distribution. Avalon produced *Newman and Baddiel: Live at Wembley*, the UK's first arena comedy show; *Jerry Springer: The Opera*, the first West End show to win all four UK 'Best New Musical' awards; and has continued to produce live shows globally, as well as promoting more winners and nominees of the prestigious Edinburgh Comedy Award than any other company. For Avalon news visit: [www.avalon-entertainment.com](http://www.avalon-entertainment.com) or @avalonent.