



50 Men 50 Mats

REALITY

What happens when 50 male yoga virgins get on the mat for the very first time?

SYNOPSIS

Inspired by his mission as the Wellness Warrior to uplift men everywhere, Caleb Jude Packham and his sidekick hit the road in their VW Kombi van decked out with a yoga kit and juice bar on a mission to equip men with the tools they need to become the best version of themselves.

Caleb picks four men from a pool of 50 male yoga virgins aged between 16 and 60 of different circumstances and creates yoga studios in unconventional locations... like car parks, factories, football fields, military bases, even on an oil rig!

We are going to hear their truths, their struggles, their triumphs. We're taking guys off the football field, out of the boardroom, out of prison cells and putting them into a place that's traditionally female oriented.

After the class, the guys will grab a juice with Caleb as we hear about their transformative experiences. Breaking down traditional stereotypes of masculine behaviors we are getting guys to open up and explore themselves in a way we've never seen before.

We check in on the guys six weeks later to see how they're progressing...all within the same episode.

KEY SELLING POINTS

- Philanthropist Caleb Jude Packham has successfully run this workshop in London, England.

