



CULTURE

SHOCK

American Culture Swap

U.S. Cultural Festivals

2 Hosts + 1 Local Guide

60 Minutes



LOGLINE

Two travel gurus explore the most unique, culturally rich festivals around the United States, from the Redneck Games in rural Georgia to the harsh winters of the Iditarod in Alaska. At each location, they will live and breathe with a local festival guide who they recruit to be their partner at the next festival in the following episode.

Mardi Gras • New Orleans, LA



EPISODE FORMAT

Burning Man Festival • Black Rock Desert, NV

TRAVEL TO LOCATION



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MEET GUIDE(S)

HISTORY OF FESTIVAL

BUILD FESTIVAL & MEET KEY PEOPLE

EXPERIENCE FESTIVAL

FORESHADOW NEXT EPISODE

TRAVEL TO LOCATION

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Iditarod • AK

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CAST

Max

Jesse

Guide



MAX

Max is a daredevil and is willing to try anything and everything. He dedicates his life to learning, growing and helping others experience life to the fullest.

- Traveled to 31 different countries
- Lived abroad over 4 years
- 10 years of backcountry guiding experience
- MBA in International Business
- *Ninja Warrior* course tester



JESSE

Jesse is an introvert on a life mission to overcome his social anxiety. He is giving up security and a stable career to make the world a better place.



- Born and raised in Alabama
- Didn't have a passport until age 24 and now traveled to 28 countries
- Hitchhiked across all of Australia
- Best friend is an 8ft stuffed banana



GUIDE

The Guide(s) is the master of their local festival and knows the ins and outs of every aspect of the event. This person is loved and respected by the community.

- Larger than life personality
- Person is defined by the festival
- Attending the festival since before they could walk





ABOUT THE SHOW

Yukon Quest • AK

ABOUT THE SHOW

Every community has its own spirit, lifestyle, and history, and since America began, we've been looking for reasons to come together and celebrate.

Festivals are a personification of the American Dream: where the façade of normal life and societal obligations fall away, and each location's true culture is on display.

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*Green River Rendezvous Pageant •
Pinedale, WY*





ABOUT THE SHOW

We still come together, but things are weirder than ever.

We're going to explore the most unique festivals, big and small, whether they're as old as the hills or as new as smartphones.

*Redneck Games •
East Dublin, GA*



“MISSION

America is full of traditions, exciting adventures, and unique experiences. All of these are located right in your backyard. Just around the corner you can find festivals that will transport you to another world, whether you're on summer break, just bought your first RV, or dreaming of an escape after a hard day's work. Our country is full of amazingly diverse cultures. Let's meet our neighbors, whether they are across the county line or a thousand miles away.

Culture Shock will excite and inspire people to see how great America is.



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*Burning Man •
Black Rock Desert, NV*

