



Open Casting Call Announcement for "The Ultimate Body," the Next Big Reality Television Competition

Lyons Entertainment announces an open casting call event to find contestants for their new reality competition television series "The Ultimate Body."

Celebration, FL, October 13, 2009 --(PR.com)-- Television production company Lyons Entertainment, Executive Producer David Lyons (Hog Heaven, CREEPERS) and Producer Lauren Alvarez (Meet My Folks, The Surreal Life, The Osbournes) announce an open casting call event to find contestants for their new reality competition television series, The Ultimate Body. This new competition [reality television](#) series will push the boundaries of physical fitness and discipline in order to crown two winners "The Ultimate Body" with a cash prize of \$50,000.

The open casting call for The Ultimate Body will be held on Saturday, October 17th from 11AM to 6PM at the Ramada Orlando Celebration Resort & Convention Center, located at 635 West Irlo Bronson Highway, Kissimmee, Florida 34747. Prior to the date of auditions for The Ultimate Body all candidates must fill out an online application at www.theultimatebodytvshow.com. An application must be on file with Lyons Entertainment in order to be considered on the day of auditions. Applications are also available at the door on the day of auditions (a late fee will apply).

For directions and additional information regarding this one day only open casting call for The Ultimate Body call 1-877-467-5786 or visit www.theultimatebodytvshow.com.

Thirteen men and thirteen women will be cast for The Ultimate Body and be put through rigorous physical training and dieting challenges to compete for the chance to be mentored and judged by top fitness celebrities, with two contestants ultimately being crowned as "[The Ultimate Body](#)." Winners of this nationally televised fitness and bodybuilding competition will each earn a cash prize of \$50,000 provided by the Anytime Fitness chain of gyms and by Gaspari Nutrition. Winners will also receive a photo spread in Muscle Magazine International and other prizes including an all expense paid vacation courtesy of Hyatt Resorts Hawaii and Two Rivers Travel Agency. Bodybuilding.com has most recently come on board to sponsor this week's open casting call.

Talent currently attached to this project includes winner of the Mr. World and Mr. USA titles and emcee of The Mr. Olympia contests, Bob Cicherillo who has signed on as host; with IFBB Bikini Pro and top fitness supermodel Marzia Prince, IFBB Hall of Fame bodybuilding legend Rich Gaspari and Natural Mr. Universe, Mr. America and Mr. California Doug Burns signed on as judges. Other panel members for The Ultimate Body will include Brad Homan, DO, Celebration Florida's Orthopedic & Sports Medicine Institute's Director of Sports Medicine and Chief of Surgery for Florida Hospital in Celebration, who has signed on as Medical Advisor. Dr. Homan will also contribute a two minute segment in each episode and chiropractor, Dr. Ben Lerner, who is America's maximized-living mentor and author of the New York Times best selling book "Body by God."

Other sponsors include RC Sportswear and the UCW Radio Show hosted by Louis Velazquez



(www.ucwmagazine.com). RC Sportswear will design and provide all wardrobe for the talent, contestants and crew. RC Sportswear is also designing “The Ultimate Body” clothing line, with logo design by Marc Cohen of MJC Design, which will further expand “The Ultimate Body” brand. UCW Magazine's online radio broadcast hosted by Louis Velazquez will host The Ultimate Body Radio Show which will feature weekly updates regarding each episode of the show.

The Ultimate Body is inspired by executive producer David Lyons's own inspirational story of beating the odds. Diagnosed with Multiple Sclerosis in 2006 at the age of 47, David Lyons was told by doctors that he would likely lose his ability to walk. Rather than give into his illness and become sedentary, David decided to become a competitive bodybuilder, founding the MS Bodybuilding Challenge and competing in body building competitions. On August 22, 2009 David Lyons became the first person with Multiple Sclerosis to compete in a Level 5 NPC Bodybuilding Competition, taking home the trophy for “Most Inspirational Competitor.” He has also been asked to guest pose at next year's Natural Mr. Olympia competition in Chicago, a tremendous honor, by former Natural Mr. Olympia John Hansen. Proud of his achievements so far, David is never satisfied to rest on his laurels and exclaims, “Next year I win!” He has already begun his training for next year's bodybuilding competition. David Lyons is an ideal example of what the human body can achieve, and he expects no less from the competitors who will be cast to compete on The Ultimate Body. “We are looking for thirteen men and thirteen women who are willing to give their all, and ultimately find that center of strength to push forward when the going gets tough. We will be looking for this quality at our open audition event on October 17th,” states Lyons.

About Producer David Lyons and LYONS Entertainment:

Since 2002 LYONS Entertainment has been creating, developing and producing original programming for television and film. LYONS Entertainment President and Executive Producer, David Lyons has won over 25 international awards and has partnered with some of entertainment's top executives and producers. In addition to creating and producing its own original properties, LYONS Entertainment collaborates with other talented creators and producers to bring their television show or film concept to market. LYONS Entertainment credits include syndicated television series Hog Heaven, currently in its fourth season, airing on Untamed Sports TV (www.untamedsportstv.com); Street Games and Rack which have been green lit by FOX Sports Network; and Creepers which has won 30 international awards and was screened at the Cannes Short Film Festival in Cannes, France. Creepers is currently under contract for worldwide distribution through Engine 15 Media Group. For more information about LYONS Entertainment and The Ultimate Body visit www.theultimatebodytvshow.com. For more information on David's The MS Bodybuilding Challenge log onto www.themsbodybuildingchallenge.com.

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