



MEDIA RELEASE



NOMINATED FOR GEMINI AWARD

(August 4th, 2011 – Ottawa, Canada) The 26th Annual Gemini Award nominations were announced yesterday and among the contenders is the hit series ***All For Nothing?***,



produced by Mountain Road Productions in association with W Network, nominated for Best Reality Program or Series alongside *Dragon's Den* (CBC), *Conviction Kitchen* (CityTV), *CheF*OFF* (Food Network Canada) and *Best. Trip. Ever.* (Discovery Channel).

The Gemini Awards honour the best in Canadian television, and this is ***All For Nothing?***'s first nomination. The awards will be taking place over three nights, starting August 30th & 31st with the Industry Awards at the Metro Toronto Convention Centre and finally September 7th with a live broadcast on CBC Television.

The winner for the category of Best Reality Program or Series is slated to be announced at the Industry Awards on August 31st, 2011.

Executive Producer, Tim Alp, is absolutely thrilled about the nomination and attributes the success of the series to an amazing production team.

"I couldn't be happier. This nomination is a testament to the skills and abilities of our production crew. We have a talented team, giving everything they've got to make *All For Nothing?* an absolutely amazing show."

The series proves that even on a limited budget, anyone can significantly increase the value of their home creating the greatest return on their investment.



Having premiered last October on the W Network, the series pits homeowner against homeowner in a head-to-head competition to determine who can increase the value of their home the most while spending as little money as possible – with the ultimate goal of doing it *All For Nothing*.

With a healthy dose of competitive spirit, homeowners are armed with motivation and grit and willing to do the hard work themselves – all for the chance to win a commission-free listing. Guided with the expert advice from top real estate agent **Paul Rushforth** and award-winning designer **Penny Southam**, homeowners attempt to transform their tired properties into beautiful sale-ready homes.

This isn't the first Gemini nomination for Ottawa-based Mountain Road Productions. Since 1997, they've accumulated 9 nominations and a win in 2002 for Best Practical Information Series for *Broken House Chronicles*.

The series is currently in production on its second season of 26 one-hour episodes. Mark Burnett International (MBI) obtained the worldwide distribution and format rights for the series earlier this year.

About Mountain Road Productions Ltd.

Mountain Road Productions Ltd. (MRP) has developed and produced critically acclaimed and award-winning programs that have aired on a number networks in Canada and around the world. *All For Nothing?* is the latest series produced exclusively for W Network, alongside *The Restaurant Adventures of Caroline & Dave*, *The Real Estate Adventures of Sandy & Maryse* and *Me, My House & I* with Brigitte Gall.

- 30 -

For high-resolution images, please visit our website at www.mountainroad.ca and click on the **All For Nothing?** page under the "Portfolio" tab.



For more information please contact:



Margaret Robitaille

(613) 237-4447

margaret@mountainroad.ca