

Planet Beach International 2010

A One-Hour Television Special

Benefiting **Brad Pitt's Make It Right Foundation**, this second annual special takes place at the Grand Sierra Resort and Casino in Reno, Nevada, and will be hosted by **Lorenzo Lamas**, actor, director, Golden Globe nominee for his role in Falcon Crest, Imagen Award winner for The Bold and The Beautiful, star of Renegade, and co-chair of several children's charities, including The Make A Wish Foundation.

Planet Beach International is an annual competition that provides unique opportunities for young women, thus becoming a positive role model for young girls everywhere. Among the first prizes is a \$100,000 modeling contract!

This special will also take the viewer along with Lorenzo to reveal the progress made for the local residents of the devastated 9th ward area of New Orleans since Hurricane Katrina.

This exciting program rivals productions such as America's Next Top Model, Project Runway and Victoria's Secret: Angels Across America. Get close up and personal as we go behind the scenes and meet the 80 young women from around the world to see who has what it takes to be the next Ms. Planet Beach International and stay tuned for a true reality bombshell! And the winner is.....!!!

WINDOW: June 5th, 2010 – September 6th, 2010 (last airdate)

**60 Minutes: Barter Split: 12 Minutes Local / 2 Minutes National
2nd Run Optional**



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