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**PRESS RELEASE**  
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For Immediate Release

**Making 'Fresh Tracks' With Eddie Jordan's TV Show**

News of Hertfordshire based Fresh Tracks' reputation continues to spread far and wide. Amongst the recent enquiries from many of the most well known names in business that have filtered through the website in recent months, two have come from television companies.

The first came from the makers of Big Brother who sought our advice when trying to come up with a new game to put beleaguered house-mates through and then came the request to work with Channel 5 on their new show Eddie Jordan's Bad Boy Racers.

The Formula 1 team owner attempts to transform the lives of eight young car criminals by using a series of driving related programmes to put them on the straight and narrow. During the four-part series, the youngsters are treated to a drive in a 4x4 which they have to negotiate round a series of cones. The trouble is, the drivers are blindfolded!

The brainchild of Fresh Tracks, the idea of the exercise is to get both driver and navigator communicating and trusting each other which becomes increasingly difficult over time as verbal instructions are replaced by sounds and then by touch. Just another of the many novel yet extremely effective programmes provided by Fresh Tracks.

Tune in and see what happens and if you think your company might benefit from something similar, why not contact Fresh Tracks today.

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**Notes To The Editor:**

Fresh Tracks were established in 1991 - one of the more long standing companies within their sector – and offer bespoke team building programmes, motivational activities and event and conference management solutions. Recent clients include T-Mobile, Coco Cola, HM Department for Culture, Media & Sport.

Should you have any further queries, please do not hesitate to contact Fresh Tracks via the above.