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LIFE WITH ADAMARI LOPEZ AND LUIS FONSI

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Story:

Telenovela star Adamari López and musician Luis Fonsi are the face of a new type of superstar celebrity, the bilingual power couple. They are talented, glamorous, and successful at their careers. People en Español named them one of their Los 50 Más Bellas Personas (50 Most Beautiful People) in 2008. But what makes their story unique is they are a bilingual celebrity couple who has a true story of love. Love overcoming all odds and personal triumph over great personal obstacles, in the form of breast cancer. **Life with Adamari y Luis** will follow the entertaining lives of a new bilingual celebrity power couple, from the sets of telenovelas in Mexico to recording studios in Miami, to Hollywood to receive a Billboard Gold record, to their true home in Puerto Rico and everywhere in between.

Adamari and Luis are both at breakthrough points in their lives. Adamari returned in 2007 to television after a two year hiatus following her successful battle with breast cancer. She chose a sexy villainess Rita as her comeback role, on *Alma de Hierro*. She was also selected as a 2008 celebrity spokeswoman for the Susan G. Komen Breast Cancer Foundation, along with musician Sheryl Crow. Luis Fonsi was awarded Gold and Platinum plaques for his current hit *Palabras del Silencio* by Billboard in October 2008, with a single on the mainstream Billboard Top 100 for the first time in his ten year career. Together they are moving forward in their relationship by hoping to start a family after overcoming many obstacles. Our show will capture all these exciting moments in their world and make them household names in the US market, which will help them make a cross-over in their careers to the American audience.

Life with Adamari y Luis will be the first of its kind, a reality television show that is targeted to the modern bilingual English and Spanish audience. We will appeal to fashionable, hip, sophisticated reality television viewers who

appreciate style, creativity, music and a touch of glamour. We will capture an audience similar to shows like *Project Runway*, *The Rachel Zoe Project*, *Sex and the City*, and *Ugly Betty*. Our target audience will be women ages 18-50, and this age range could branch-out to the hip men, teenagers and the older audience that are fans of soap operas. This show can be shot simultaneously in both languages, thus targeting the English-speaking networks and the relatively new phenomena of bilingual Spanish TV. This show will also have a webisode and internet presence for cross-marketing to a larger audience, similar to the strategies used for *Top Chef 3 Miami*, sharing bilingual content between Bravo, Telemundo, and their respective websites.

Season 1: This would be at least an 8 episode series:

Sample Episodes:

Episode 1: Family / Familia

Sequence on Adamari's family, her mother, father and particularly Adamari's brother who manages her. We see her in Puerto Rico with her family and she shows us where she grew-up and how she decorated her home, and then reveals her house with her husband. What made her decide to be an actress and is she dramatic in her own time? Pictures of her childhood and she tells us how she met Luis Fonsi. We then meet Luis and see his story as well and their life together in Puerto Rico.

Episode 2: Villains vs. Heroines

Adamari travels to Mexico for her telenovelas. We see how she prepares for her roles and she will talk about the different roles she plays. Villains vs. Heroines. What are her favorites and what are her fan's favorites. She will also show us her house in Mexico and how her life is different there than in Puerto Rico. We see what Luis does while she is off filming her shows.

Episode 3: Life Challenges/ Desafíos de la vida

Flashback to her battle with cancer, we see her at a charity event such as the Susan G. Komen Foundation, where she can talk about the taboo that breast cancer or any type of cancer is in the Hispanic communities. We see archival footage of her going through her battle. We also talk to Luis at length learning about how he dealt and handled the ordeal as it happened right around the

time they announced they were going to be married. He having to cancel his tour, something he did out of love. What kind of positive thinking she did and what she learned from the experience. How her family, particularly her mother handled this and dealt with the pain knowing that she too battled breast cancer.

Episode 4: My Big Fancy Wedding/ Mi Maravillosa Boda

Feature her fabulous wedding with Luis Fonsi in Puerto Rico. They can both talk about how it was and what they did to prepare, how their families and friends helped and reveal the stress, as she was battling cancer right around that time. Show where they went on their honeymoon, maybe something funny happened. This could possibly be done around the time of their anniversary.

Episode 5: Closed Doors/ Puertas cerradas

Adamari and Luis's private life, what they do when they finally get together and have some down time. We see them shopping together, traveling together, going on a mini vacation perhaps, we could feature their wedding anniversary and what they would to celebrate since they are such a romantic celebrity couple. Fun-silly times together.

Episode 6: Music Tour/ La Gira de música

We feature Luis Fonsi on tour , and see Adamari joining him, what does she do when she accompanies him? We do a behind the scenes of a music video shoot. Maybe we shoot on location in Spain, where there is a huge concentration of fans, and where he is #1 in the national charts. We can interview some of his fans, how does Adamari handle his success, fame popularity amongst the women. His life and inspiration as a musician.

Episode 7: Imagine / Imáginate

Adamari does not know this yet, but we will be proposing to her and launching a new lingerie line benefiting breast cancer research. We explore her own fashion designs and what she has created for herself to wear to events. Who are her favorite designers? This line will be classy, but affordable,

somewhat like Sarah Jessica Parker's BITTEN. It will also serve to raise awareness for Hispanic Women as to the subject. Adamari is actively participating in a fundraiser event with Yoplait on Oct 28th of this month, the only other celebrity women involved is Sheryl Crow, who is not Latin. This line will be sold at Victoria Secret as well as Target and Kmart, so all women of all backgrounds and income brackets can afford to buy the line and support the cause at the same time. Here we will have Adamari talk about how crucial it is to get breast exams on a regular basis and also to catch it in time so that you can be treated. This could eventually branch-out into a cosmetics and perfume line and possibly even clothing, as Adamari becomes a role model. Adamari is so lively and vivacious, that we guarantee that we will have a lot of fun with a scary topic.

Episode 8: A New Day / Un Día Nuevo

Adamari's fitness regime, does she have a special diet that she follows? We see how she has changed her eating habits since battling cancer, maybe we feature a nutritionist who can recommend a new healthy diet for young Hispanic women who want to eat better. Training program, we feature she and her husband both working out together. Maybe Luis hates working-out or maybe she does? We will soon learn about that aspect of being disciplined to look good for this business.

Episode 9: Awards / Premios-Galardones

Awards that she has received and awards including a Platinum record Luis Fonsi just recently got. Feature them getting ready and looking fabulous for the event. We interview their stylists and make-up people and PR staff. Glamour, dresses, tuxedos then back to their normal lives.

Episode 10: Getting Pregnant/ Embarazo

We show how Adamari gets ready to become a Mom, we reveal the difficulties she might encounter having battled breast cancer so recently. Do they get frustrated? How badly do they both want kids? What do their parents think about it? Would they do a Angelina Jolie and adopt kids that need help?

Potential networks:

Bravo – reaches 84 million homes

Telemundo- reaches 93% of homes and is owned by NBC Universal

NBC

CW

ABC

FOX

Oxygen

HBO Latino

MTV/MTV Latin America

VH-1

Lifetime

V-ME

Potential Sponsors:

Target

Kmart

Victoria's Secret

Yoplait

Playtex

Maidenform

Universal Music

Amazon.com

VirginRecords

Ford's Breast Cancer foundation

Department of Tourism for Puerto Rico

Department of Tourism for Mexico City

American Airlines

JetBlue

Aeroméxico

Mexicana de aviación

Standard Hotel

Viceroy, KOR Hotel Group

Travelocity

Orbitz.com

Expedia.com

Kayak.com

Mac

Revlon

L'Oreal

Fruictis

Cristophe's Beverly Hills

