

SANATORIUM OF LOVE



Age is just a number!

12 lonely seniors travel to a mountain-set health resort for three weeks, where they form friendships and challenge themselves.

Genre:
Reality Entertainment

Duration:
Weekly, Prime Time



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Six senior women and 6 senior men who have different personalities, passions, hobbies and life experiences set off to a picturesque health resort in the mountains, where for three weeks they are given the opportunity to get to know one another and experience new adventures. Although coming from different backgrounds and lifestyles, they have one thing in common: they are lonely and they want to change this situation. The program aims to show the problem of discrimination against older people and to present their lives in a colorful and heartwarming way, emphasizing the value and dignity of a human being regardless of their age.

Following initial auditions and research, 12 single senior women and men who are willing to meet new friends – or even find their new partner embark on an adventure at a health resort. During 10 episodes, the viewers follow their new experiences, opening up to their new friends and take care of their health by doing light physical activities such as outdoor walks, and attend health courses together. Not all is of course gym and education: they will have fun group dinners and even organize dancing soirées!



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Broadcast Success

Sanatorium of Love was aired on Sunday evenings at TVP1, one of two main TVP channels (Poland). By popular demand, the second season will launch at the beginning of 2020. The first season consisted of 10 episodes and received a whopping share of 22.7! The figures show that the “Sanatorium of Love” was also popular among young viewers, receiving an average share of 13.3% in the 16-49 age group. The peak was 24.9 , corresponding to 3,806, 262 people in front of TV sets in all age groups.

Internationally, the show has been very popular as well: it was acclaimed by Eurodata as one of the top launches of 2019 and it also has won the PITCH&PLAY LIVE! Award.



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