

Press Release

Beginning November 8, Lake Shore's sizzle reel was picked up by countless blogs, websites, newspapers, and television programs across North America. The show, which is still in development, has received more attention than ever predicted. We would like to address some of the comments that have arisen since the announcement.

The lure of reality TV lies in the tension and relationships between the characters. Lake Shore explores what happens when you put eight young people from different backgrounds together in a house. The show will expose the characters' differences and also highlight the similarities that people from all walks of life share. A promo reel is not a true representation of the whole story and should not be interpreted that way.

We come from a generation that shares its most intimate moments on Facebook and Twitter through 140 characters or less. We are public about almost everything. But in all of these outlets, there are only snippets of information about people, never a complete picture of who they are as a whole. The sizzle reel is an extension of this idea.

Lake Shore will expose stereotypes in order to break them down, bridge relationships and show young Torontonians enjoying life and all the adventures that come their way.

- The Producers of Lake Shore
