

AN AMERICAN ADVENTURE:
RED WHITE & BORIS



Texas Rodeo '24



Camaro Joyride





BORIS JOHNSON IS AN ENIGMATIC FIGURE who has captured the hearts and minds of people across the globe. While his public persona is one thing, behind that whirlwind of political gusto and British charm lies the heart of a man born in Manhattan, making him the only Prime Minister to be born in America. But perhaps much to his childlike chagrin around 5 years old, his parents whisked him back to the U.K., depriving Boris of experiencing the many layers that make up America's cultural tapestry.

BUT NOW THAT BORIS HAS THE PARLIAMENT IN HIS REARVIEW MIRROR,

he's ready to try to understand and unpack his childhood roots as he decodes the mysteries of America. After all, the land of the free and home of the brave is at a crossroads, and by experiencing all that the good 'ol US of A has to offer he'll come to understand more about America while helping everyday Americans understand more about themselves...and Uncle Sam.

In this rollicking and epic adventure, *AN AMERICAN ADVENTURE: RED, WHITE AND, BORIS*, the once Prime Minister is diving headfirst into everything these 50 states plus the District of Columbia has to offer. As a man of many interests, each episode sees Boris embracing his inner cultural chameleon as he meets each new adventure with equal enthusiasm. From heading to Northern California to meet, learn and join in with The Reenactors of the American Civil War (<https://www.racw.org/>) to hitting Silicon Valley to understand why America is so damn techie, Boris will see it all. From the plains and plateaus or sea to shining sea, this is an adventure not to be missed.





HOWEVER, IT'S NOT ALL FUN AND GAMES.

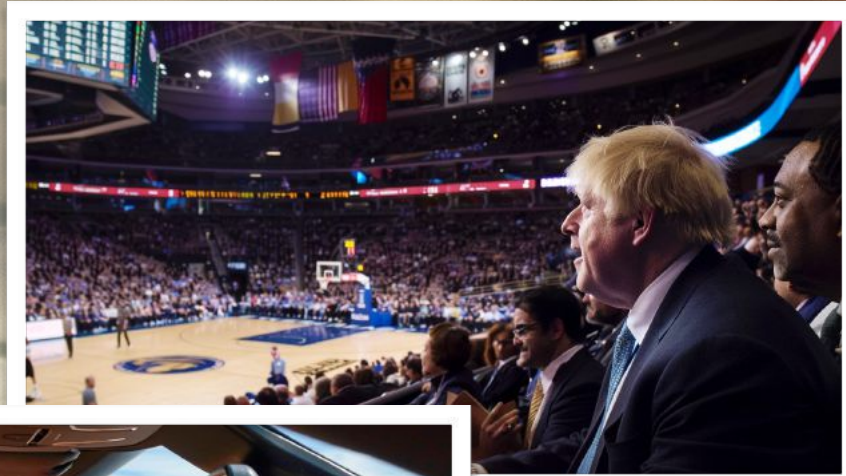
At each stop along his journey Boris will put his social acumen to the use through engaging and fascinating discussions with thought leaders swapping insights on global affairs or conversations with everyday people to unravel what makes Americans tick. Whether chatting over mint juleps at the Kentucky Derby or hot dogs at a Los Angeles Dodgers game, the audience will get to see this great country through Boris' unique lens.

With Boris grabbing the bull by the horns - perhaps literally - the hope is that Americans may come to see that this is still the land of opportunity. Through the fun events, entertaining experiences, and enlightening conversations our eyes will be open to new perspectives as this cultural renaissance man takes us on an incredible journey where no stone will be left unturned. So buckle up - it's time for the adventure of a lifetime.



WHY NOW?

After sitting down with Boris it became clear that he has a lot of insights about America through his many visits here and time as Mayor, Foreign Secretary, and Prime Minister in the UK. Being an outsider, he feels that America is still a beacon of hope to the rest of the world as the country still truly is the land of opportunity even though it often feels like we are more divided than ever. So with this in mind, Boris wants to be the one to see everything we have to offer in order to see our world through a different POV.



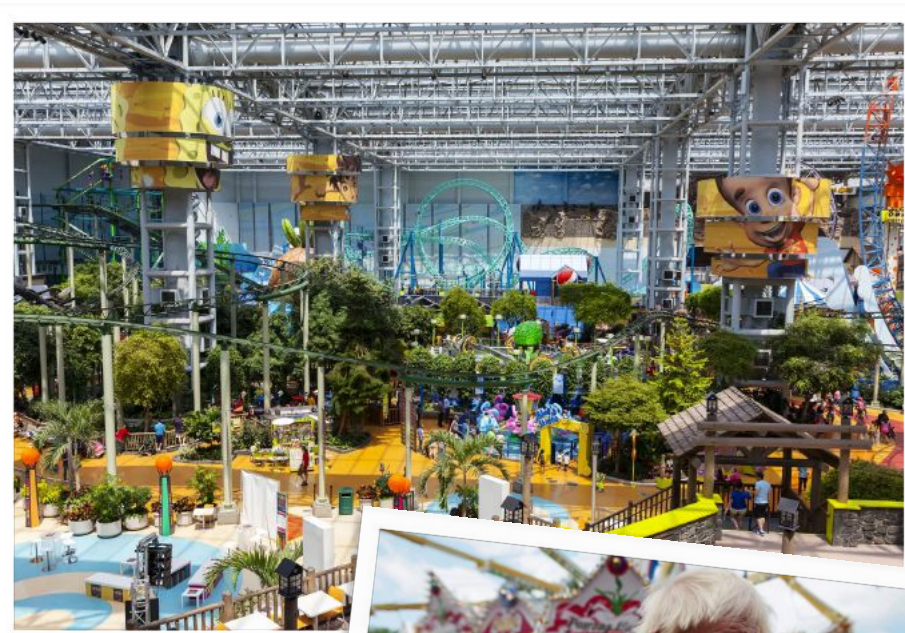
EPISODES

LAND OF EXCESS

The Land of the Free and the Home of the Brave. But the land of Uncle Sam is also the Land of Excess, where its citizens embrace a “bigger is better” mentality. Our appetite for excess extends into our love of spending, shopping, travel, and so much more. In this episode, Boris tries to understand...and celebrate the grandiosity that makes America a unique place. From colossal cuisine to mega malls and everything in between, join Boris as he explores the wild, wacky, and wonderfully oversized side of America.

Boris begins his journey in Minnesota at the Mall of America, the United States’ most supersized shopping destination. It’s Black Friday, arguably America’s most indulgent shopping day where 2023 saw \$9.8 **billion** spent. And with nearly 5.6 million square feet of shopping, he’s definitely in the right place. To understand what makes this one of America’s top destinations for retail therapy, he chats with shoppers as he explores the 520 shops. Boris marvels at the concept of consumerism on an unprecedented scale, reflecting on the stark differences between excess in the UK and America and how these retail giants symbolize the abundance and extravagance that characterize American society. But the supersized shopping experience is more than the stores themselves – within the Mall of America is a Nickelodeon theme park, an immersive Crayola experience, an aquarium, *and* a flight simulator. As Boris walks through the aquarium and gift shop, he finds the perfect gift for his young son, Frank, before seeing if he has what it takes to be a simulated pilot. Hint: Boris may find himself cast in the next *Top Gun* film.

Later, Boris finds himself at the Texas State Fair, America’s largest with 2.25 *million* visitors annually. There, Texas’ own golden boy, Matthew McConaughey (who has his own political aspirations) takes Boris through the fair experience, showcasing and sampling the abundance of deep-fried foods, gigantic portions, and over-the-top quirky contests. Here, Boris gets a taste of America's love for grand celebrations and indulgence. In this case, that means checking out and putting some finishing touches on the fair’s massive annual butter sculpture to celebrate the fair's theme. With thousands of pounds of butter being used to celebrate themes like “The Most Texan Place on Earth,” we’ll watch as Boris meets and works with a local artist on the sculpture.

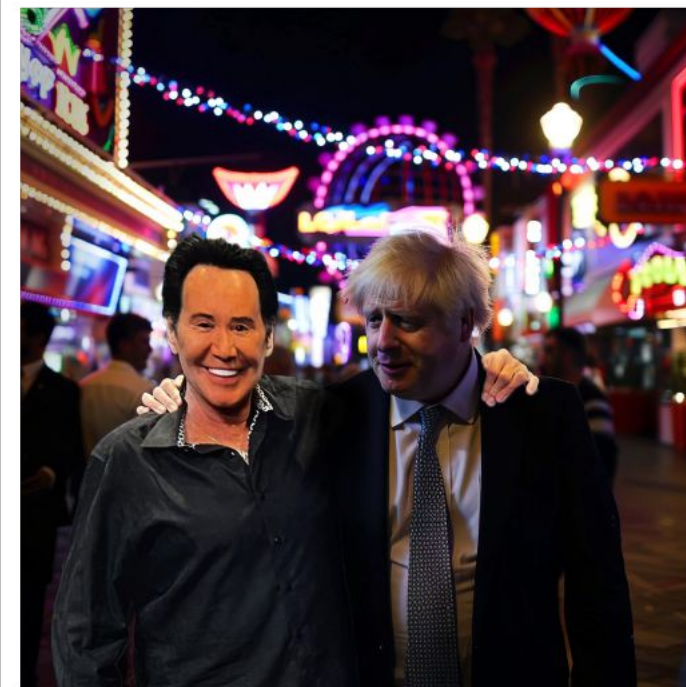
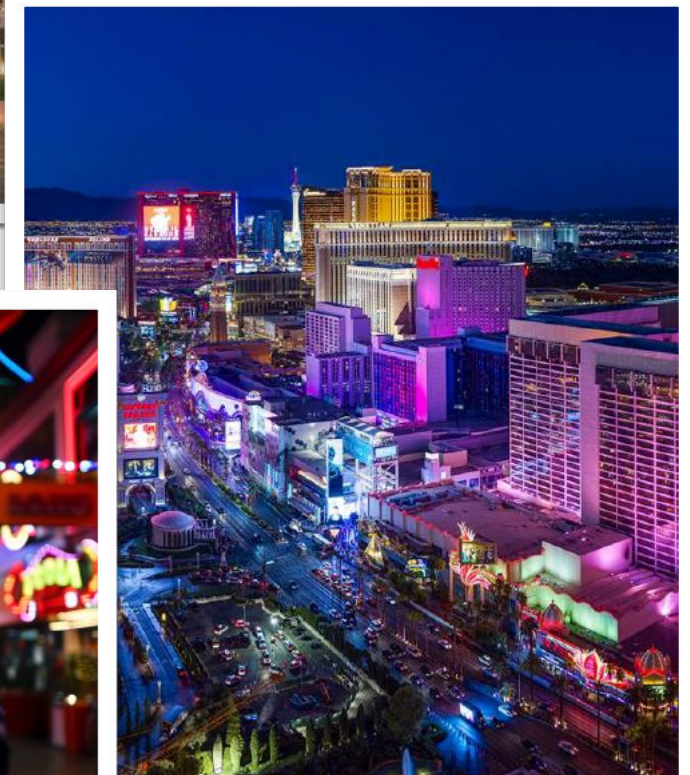


LAND OF EXCESS (CONT'D)

Afterwards, Boris ventures into the heart of Las Vegas, where the “land of excess” takes on a whole new meaning. There, he meets up with Mr. Las Vegas himself, Wayne Newton, to experience a taste of what Sin City has to offer. Having worked up an appetite, the pair make their way through Caesars Palace passing rows of risk-taking travelers before sitting down at a table at the Bacchanal Buffet, the biggest and most indulgent in the city. With a minimum of 250 menu items, Wayne and Boris share a personal and revealing conversation over crab claws, New Zealand tai snapper, and a whole host of other rich items. For \$65, is this fantasy feast worth the price of admission?

BORIS' TWO CENTS

At the end of the episode, Boris gives his recap on what he has learned and the things he has experienced. It turns out all this supersized stuff isn't just about buying or eating things, but it's all an experience, a day out, and a chance to indulge and explore as families. It's about celebrating abundance, community, and the endless pursuit of extraordinary experiences. Whether food or attractions or shopping, it's the joy these larger-than-life things bring people. Boris will reflect on the stark differences between excess in the UK and America before he jets off to his next destination on this entertaining journey.



EPISODES

(IN)FAMOUS FLORIDA

The Good Ol' Sunshine State, where every color of the American rainbow lives in chaotic symbiosis. The diversity here is truly astonishing. It's the home of Walt Disney World, Mar-A-Lago, 64% of the US' Cuban population, and The Kennedy Space Center...imagine meeting Mickey Mouse, Donald Trump, dancing the salsa, and seeing Mars all in one trip. Oh, and it's also where our nation's most elusive superorganism – the "Florida Man" – rests its head. But how did the southernmost state in America become the epicenter for all of these special and sometimes enigmatic forces? Boris is on a mission to get to the bottom of this head scratching mystery.

Upon arrival in Miami, Boris is feeling spicy...and hungry. He meets up with the legendary recording artist Mr. 305 himself, Pitbull, to snack on the city's most famous sandwich – the Cuban. As the two set out for Pitbull's favorite place in the Little Havana district, they chat about how Florida was "the Ellis Island of the south" in the '70s and the influx of Cuban refugees that settled there. Their rich and vibrant cultural scene has certainly become a mainstay of the state. After refueling their bellies, their journey ends at a nearby dance studio where Boris learns the steps of the salsa and shows off his newly acquired moves.

The next bit of his deep dive into Florida takes him to The Kennedy Space Center. America has always been at the forefront of space exploration, and Boris is on a mission to Mars. Here he'll speak with NASA executives and astronauts who are pushing the boundaries of the future and what's possible. Will we live on Mars, or is there actually another planet more fitting for humans? To understand what the people go through in the name of science, Boris suits up in an astronaut outfit to experience a simulated space mission complete with zero-gravity training. In the end, he'll have the opportunity to witness a space launch and touch on UFOs and UAPs as we get a dash of conspiracy theory, with Boris sharing his insights on these phenomena.



(IN)FAMOUS FLORIDA (CONT'D)

To cap off his once-in-a-lifetime experience, Boris heads out to meet perhaps the most famous – er – infamous individual of the Sunshine State: Florida Man. Part myth, part legend, all weird...Boris will embrace his inner eccentricity as he meets up with Freddie Champion, creator of the Florida Man meme that has become an improbable phenomenon. They'll discuss the origin of the meme and how it spread like wildfire, keeping in mind that these outrageous and strange stories are all based on real people. To get into the mindset of this mysterious figure, they'll track down and interview some of these local legends that represent the offbeat side of life in Florida. And to push Boris' understanding of this enigmatic creature one step further, Freddie takes him on an adventure to try out some of Florida Man's favorite activities. Boris bravely wrestles a (very small) alligator and feeds some baby gators before claiming his rig and participating in a local swamp buggy race. Can Boris bring down the field? You'll have to watch to find out.

BORIS' TWO CENTS

At the end of this episode, Boris throws a beach BBQ at one of Florida's famous beaches for the folks that have made his journey so special. He recaps how Florida truly is a representation of America's diversity as it helps shape the social and cultural landscape of the US. He'll reflect on his time at Kennedy which represents America's relentless pursuit of innovation and exploration symbolized by our desire to conquer space. And finally, how Florida Man and the allure of the bizarre is actually a celebration of individuality and the Sunshine State's unique charm.



EPISODES

THE 'MERICAN REVOLUTION

While Boris was born in Manhattan, he's spent his entire life in the UK and as such, may have a particular POV on why Americans are so obsessed with the idea of freedom...amongst a litany of other things. In this episode, Boris is on a mission to understand the quintessentially American obsessions that have come to define the nation. From the open road to the pursuit of glory in all its many forms, Boris engages in and experiences the quirkiness and the wonder that makes 'Merica tick. And on this unique journey, he'll reflect on how we went from a colony fighting for freedom to the land of excess that has shaped our modern identity.

First up, Boris travels to Detroit a.k.a Motor City to understand our nation's love affair with the automobile. As he explores America's auto industry, he heads to a local Ford Motor plant to witness the majesty of manufacturing firsthand. While there, he also gets a chance to see how car culture is changing as the emphasis on electric vehicles is becoming more and more important. So now that he has had a chance to see how they're made, it's time for Boris to see how they get destroyed. He heads out to a Demolition Derby event where cars crash and bash their way to victory in a spectacle of automotive mayhem. He suits up and hops in with a local champion who takes him on a wild yet safe ride to experience the craziness. Boris feels the camaraderie and excitement that makes this sport so infectious.

Having been born in the US but lived mostly in the UK, Boris makes his way to Philadelphia to see and experience some Revolutionary War sites. At the, he meets up with a group of local reenactors to relive the only battle fought within the borders of Philadelphia. Boris suits up as a full Revolutionary War soldier and plays his part in a reenactment to gain firsthand experience of America's fight for independence from under the thumb of the British Empire. Through their shared time on the frontlines, Boris comes to understand their passion and what freedom really means to so many people.



THE 'MERICAN REVOLUTION (CONT'D)

In the last segment, Boris heads to Talladega Speedway in Alabama to get a taste of victory via the high-octane world of NASCAR. America loves a winner and Boris is about to be one. He meets up with legendary driver Jeff Gordon who acts as the ultimate tour guide during the festivities. First, they load up into a NASCAR car with Boris behind the wheel and Jeff acting as driving coach. With the wind in his hair, Boris feels the speed, power and adrenaline of being behind the wheel of these vehicles as he and Jeff chat about Jeff's time in the sport and why so many people love it. Post practice, Jeff takes Boris through a NASCAR tailgate where they both chat with super fans and indulge in everything Alabama has to offer before getting into the stands and watching the race with a cold beer in hand. It's the ultimate 'mericana experience.

BORIS' TWO CENTS

At the end of the episode, Boris looks back on his time in these states and the amazing experiences he has shared. First, he reflects on our love affair with the car and how it's much more than getting from point A to point B. These advancements are about more than technology...they're about freedom, nostalgia, innovation, and sustainability. And after spending time with some very interesting reenactors, he tells us how the evolution of American identity from its revolutionary roots to its current state blends historical pride with modern eccentricities. In the end, the American pursuit of glory from sports to entertainment represents a culture that celebrates achievement, showmanship, and larger-than-life experiences.



TARGET BUYERS:



A close-up, vertical view of the American flag, showing the red and white stripes and a portion of the blue field with white stars. The flag is positioned on the left side of the frame, partially cut off by the edge.

ALTERNATE TITLES:

- Boris Johnson's Great American Road Trip
- Boris Johnson's Great American Adventure
- Boris Across America: A Prime Adventure
- Boris Johnson's American Revolution
- Boris Johnson Comes to America

ASYLUM

ENTERTAINMENT GROUP

Asylum Entertainment Group (AEG) is one of the fastest growing players in non-scripted television. We operate several labels in the U.S. and around the globe and continue to expand into new territories. Labels include Asylum Entertainment, Film 45, Audity, Breaklight Pictures, Big City TV, Large Eyes, Texas Crew Productions, Moon&Back, and more. Our content has received critical acclaim and multiple awards for its excellence including 10 Emmy wins, 2 Peabody Awards, Oscar, Emmy, and DGA nominations, and more. From idea to sale and everything in between, our labels have the expertise, experience, know-how, and relationships to help realize any vision. AEG offers office space, production company infrastructure, and world class production services, as well as access to talented development teams, brand integrations, and a global network of buyers.

SELECT CREDITS



ENDEAVOR

Endeavor is a global sports and entertainment company, home to many of the world's most dynamic and engaging storytellers, brands, live events, and experiences. The Endeavor network specializes in talent representation through entertainment agency WME; sports operations and advisory, event management, media production and distribution, and brand licensing through IMG; live event experiences and hospitality through On Location; full-service marketing through global cultural marketing agency 160over90; and sports data and technology through IMG ARENA and OpenBet. Endeavor is also the majority owner of TKO Group Holdings (NYSE: TKO), a premium sports and entertainment company comprising UFC and WWE.

OUR NETWORK

WME

TKO

IMG



ONE
SIXTY
NINETY