



## THE OUTSIDERS

### Integration Opportunity

**Production:** Begins April 2010 (weather permitting)

**Broadcast:** Spring 2011

**Series:** 13 x 1/2 hours

- The Outsiders is an outdoor construction show that follows charismatic designer/carpenter Paul Lafrance through the process of creating backyard decks with a creative edge for his roster of clients.
- Watch as they build a beautiful deck out of nothing right before your eyes. See the way wood, nails and a great vision of what could be equals an amazing outdoor living space.
- These backyard makeovers will also include plants, landscaping and outdoor furnishings.
- Suitable advertisers for integration include:
  - Big Box Retailers such as Home Depot
  - BBQ manufacturers
  - garden centres
  - patio furnishings
- Learn more about Paul Lafrance at <http://cutting-edge-design.blogspot.com/>

