



## C21 INTERNATIONAL FORMAT AWARD 2024: ARTEMIS MEDIA'S MAGGIE BEER'S BIG MISSION WINS BEST HOST OF TELEVISION AWARD



The C21 International Format Awards are the leading awards for the global format business, recognising creativity and excellence across the television industry. At this year's ceremony, *Maggie Beer's Big Mission* was nominated for an impressive two awards **Best Factual Entertainment** and **Best Host of Television** for Maggie Beer AO, with Maggie announced the winner of the highly competitive **Best Host of Television category** last night.

Created and produced by Artemis Media for the ABC and distributed by ABC Commercial, *Maggie Beer's Big Mission* is an original social experiment series that sees Maggie Beer and her team of aged care experts transforming the meals and dining experience in an aged care home.

Critically acclaimed and loved by audiences throughout Australia, the recognition at such a highly contested international award is a testament to the creativity and charm of the original format.

Maggie Beer's win in the **Best Host of Television Format** category saw her the only woman in the category and pitted against global television heavyweights Stephen Fry (*Jeopardy* UK), Jimmy Kimmel (*Who Wants to Be a Millionaire* US), Alan Cumming (*The Traitor* US) and Big Zuu (*Big Zuu's 12 Dishes in 12 Hours*). At 79 years of age at the time of filming, Maggie showed incredible energy and tenacity as host and leader of the transformation. The win reinforces her status as a universally loved Australian national icon.



“It was such a privilege to be given this opportunity by Artemis and the ABC to actually live the experience in an aged care home brave enough to show warts and all to establish a baseline and from there to show the Australian community at large what has been acceptable and yet what clearly isn’t. And most of all how to begin the journey of change to show the difference that is made to the happiness and well-being not only of the residents but the staff as well.”

**Maggie Beer, AO**

**Executive Producer Celia Tait** says, “We are thrilled that Maggie is the well-deserved recipient of this award . She is a trailblazer – and source of great inspiration to many across the country. -With her extraordinary leadership she has put older Australians first and given them a voice.”

*The awards were presented in a ceremony at MIPCOM on Sunday, 20<sup>th</sup> October in Cannes.*

*[Artemis Media](#) is a multi-award-winning production company based in Walyalup (Fremantle), Western Australia. Founded in 2000, we celebrate 25 years of creating thought-provoking, entertaining television that inspires, delights and informs.*

*[The Maggie Beer Foundation](#) was established a decade ago with a mission to set new standards that change the food and dining experience in the aged care sector.*

**Any further enquiries please contact:**

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