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Meet Anjelica of Znaimer's Exercise Show

In an effort to revitalize fitness TV shows — which were all the rage in the '80s and '90s, but have since fallen out of favor — Moses Znaimer, a onetime enfant prodige (and now, with age, an innovating pioneer) of Canadian television, has selected Anjelica Scannura's Anjelica's 22 Minute Workout as the exercise show that'll make exercise shows popular again.

Why? Not because of her hard to-pronounce Italian-sounding last name, not because of her beauty and stage presence, but because she is an award-winning flamenco dancer, a belly dancer, and an Irish dancer, who has worked as a choreographer, an actor, and a stand-up comedienne.

The 30-year-old Toronto-born Scannura — who is here at NATPE to syndicate her show worldwide — has produced 30 half-hour episodes of the series (each of which includes space for eight minutes of commercial time). It airs on Zoomer Media's Toronto-based One-TV, a line of bodysuits and legwarmers that are exclusive to the show.

VAD: Do people have difficulty pronouncing "Scannura"?

AS: Yes. One time I was introduced onstage as "Anjeleaks Skina-marinkydink-a." Another time I was "Skuh-roo-nah-you." I had my passenger name in Uber set to Anjelica, and the drivers would frequently call me "Anjeleesa," so I decided to change it to Angie. Well, now I'm getting called "Angus."

VAD: How did you end up teaming with Moses Znaimer?

AS: Moses created IdeaCity (a conference where some of the world's most influential minds gather to give talks and performances). After I won "Belly Dancer of the Universe" in 2013, I was invited to lead a stretch break at IdeaCity. It went so well that I was invited back the following year, and after the positive feedback, Moses conceptualized Anjelica's Dance Workout. We did 10 episodes for One-TV and each one featured a fusion of different dance forms. [After that came] Anjelica's 22 Minute Workout.

VAD: What is your strategy here at NATPE?

AS: It is to walk the floor dressed in my fitness gear, handing out neon Anjelica's 22 Minute Workout headbands and wristbands. I want to get [TV buyers] excited. I want to introduce the world to this really amazing series that is unique and current, but brings a sense of nostalgia and familiarity.

VAD: What is your goal in terms of international sales?

AS: NATPE is the world release for the series, so I'm hoping to get into as many territories as possible. Also, I want to introduce [TV buyers] to a new style of fitness show that incorporates humor, while spanning the spectrums of age, diversity, fitness levels, and abilities.