The Moscow Times
30 YEARS
INDEPENDENT NEWS FROM RUSSIA

Regional TV Channel Launches Reality Show With Factory Job as Prize

November 02, 2015

The Azot chemical factory in Russia's Perm region has teamed up with a local television channel to launch a reality show which offers a job at the plant as the main prize, the Takie Dela news website reported Monday.

The show is called ZAVOD ("FACTORY") and is looking for local college graduates without work experience to take part as contestants, the report said. The winners will be offered the choice of three positions at the factory — remote controller operator, plumber, and shift foreman.

"This project is aimed at destroying myths and showing, that nowadays it is possible to earn a good salary, build a career and live a vibrant life while working at a factory," Yekaterina Vozhegova, spokeswoman for Azot, was cited as saying by the Uralinform local news agency.

The show will be broadcast from Nov. 14 to Dec. 12. Members of the audience have the chance to win a trip to Brazil on the show's website.

Original url:

https://www.themoscowtimes.com/2015/11/02/regional-tv-channel-launches-reality-show-with-factory-job-as-prize-a50602