

Samsung announces "SOS Island" castaways

Jo Crawshaw (@JosielnJozi) of Johannesburg has been chosen along with 15 global contestants to participate in the interactive, online competition 'SOS Island: Survival of the Smartest' hosted by Samsung Electronics.



SOS Island merges live online streaming, social media and survival tactics to engage with audiences in an entirely new way. Over the course of the competition, viewers will be able to follow, interact with and vote for their favorite contestants through social media. 'SOS Island' debuts via live-stream on YouTube and Facebook on 30 September 2013.

With over 11,500 submission videos from 132 countries, Samsung selected the top 16 global contestants who will depart to Puerto Rico on 28 September. They will spend one week training alongside survival expert and TV star Les Stroud. The final eight contestants who make the cut will proceed to SOS Island, a secret uninhabited island where they will survive in the wild and compete in challenges and games.

The survivors will then face off in a series of challenges using the Samsung GALAXY S4 zoom and GALAXY NX camera. The ultimate champion will be awarded the opportunity to win their own private island experience, a package worth US\$100,000.

Michael Gibson, Business Leader: Digital Imaging at Samsung Electronics South Africa, says the company is proud to support 'SOS Island: Survival of the Smartest', as the innovative multimedia competition echoes Samsung's brand value of continuous innovation. "The seamless integration of live streaming, social media and survival shares many similarities with Samsung's constantly evolving aim of discovering new possibilities to existing technology, thereby redefining expectations. We look forward to seeing how the competition unfolds and which country will claim the first SOS Island winner."

Meet the SOS Island Castaways

Jo Crawshaw, "The Do-Gooder" - A UK-native and fitness fanatic, the 27-year-old Crawshaw is excited to be living out her dream in Johannesburg. Crawshaw recently opened a boxing studio specializing in teaching young girls self-defense. When not in the studio, she enjoys singing, playing guitar and writing her column 'Techs and the City,' which discusses love and dating in the digital age.

'SOS Island' casting director Vinnie Potestivo said, "Jo's passion for fitness will be an asset to her on the island. We're excited to see if she will meet her match with the other contestants on the island."

The 15 remaining contestants chosen in the first round of casting include Chris Thompson, Karen Constant, Brittany Joyal, and Rosy McMichael of the United States; Liron Maimon from Israel; Murad Ali from Jordan; Mert Erdir from Turkey; Kalyn Nicholson of Canada; Alexander Man'kov from Russia; Robin Israelson from Sweden; Thomas Post; Australia, and Graham Hughes from the United Kingdom. The final contestants are still to be announced.

On 'SOS Island: Survival of The Smartest,' contestants will advance based on their survival skills on the island, social media savvy to solicit votes and their technology smarts to maximize the functionality of their Samsung devices.

"The knowledge and skills required for survival on a deserted island will be vital to these contestants throughout the competition," Les Stroud said. "This will be an experience these contestants and viewers will not soon forget."

Tune in to the live stream on YouTube and Facebook on 30 September as training week begins. Viewers can follow contestants via Twitter, Facebook and Instagram. The final eight will be selected on 5 October.

For more, go to www.sos-island.com

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