



May 23, 2022

**JANELLE JAMES SET TO HOST  
LARGER-THAN-LIFE COMPETITION SERIES FOR ABC,  
'THE FINAL STRAW'**

**NFL LEGEND PEYTON MANNING TO EXECUTIVE PRODUCE  
THE NEW UNSCRIPTED SERIES, PREMIERING SUNDAY, JULY 10**

Click [Here](#) for a Special Message From Host Janelle James

Comedian Janelle James will host the new, physical comedy competition series, "The Final Straw," premiering **SUNDAY, JULY 10** (9:00-10:00 p.m. EDT), on ABC. NFL superstar Peyton Manning's Omaha Productions also joins the project as executive producer.

"'The Final Straw' is a fresh and exciting format that you truly have not seen anywhere else. It's a simple concept with big visuals that is sure to keep audiences on their toes and entertain families all summer long," said Rob Mills, executive vice president, Unscripted and Alternative Entertainment, Walt Disney Television. "With Janelle's spot-on comedic timing and Peyton's knack for competition, we have the perfect duo to launch ABC's newest unscripted series."

"I'm thrilled to be part of a series that is as silly and fun as I am," said James. "I'm looking forward to this opportunity to grow my relationship with ABC with my second comedy project on the network."

"In my 18 seasons in the NFL, I have learned there is no better formula for success than a strategic plan and good teamwork," said founder of Omaha Productions, Peyton Manning. "Both will be required in 'The Final Straw' as teams from across America execute their playbook to keep their towers standing!"

The stakes are high as four teams of colorful contestants face off to combat tremendous tipping towers. Each life-sized themed tower is chock full of various objects ranging from basketballs to small kitchen appliances as contestants try to successfully pull items from the stack without tipping it over in order to earn prizes. If the tower falls, the team is eliminated; and the last team standing will compete against The Mega Stack, an epic battle of physics where the odds are literally stacked against them, in hopes of winning a life-changing grand prize of up to \$250,000 with the option to walk away or risk it all.

## **JANELLE JAMES BIO**

Janelle James is a New York/Los Angeles-based comedian. She has toured with Chris Rock, Amy Schumer and David Cross, among others. James took over the reins of the Eugene Mirman Comedy Festival, now known as the Janelle James Comedy Festival in Brooklyn. She was included in the Just for Laughs Montreal New Faces category for 2016 and named one of the 50 Funniest People in Brooklyn in 2016. Most recently, Variety listed James as a Top 10 Comedian to Watch in 2020. Her debut album, "Black and Mild," was released September 2017 on all major streaming networks. James has written and appeared on Showtime's "Black Monday," Apple TV+'s "Central Park," and is currently a series regular on the ABC sitcom "Abbott Elementary."

"The Final Straw" is produced by B17 Entertainment in association with Omaha Productions and Walt Disney Television Alternative. Peyton Manning, Brien Meagher, Rhett Bachner and Sarah Happel Jackson serve as executive producers; and Keith Geller serves as showrunner and executive producer.

### **About ABC Entertainment**

ABC Entertainment's compelling programming includes "Grey's Anatomy," the longest-running medical drama in primetime television; ratings juggernaut "The Bachelor" franchise; riveting dramas "Big Sky," "The Good Doctor," "A Million Little Things," "The Rookie" and "Station 19"; trailblazing comedies "Abbott Elementary," "The Conners," "The Goldbergs," "Home Economics" and "The Wonder Years"; popular game shows, including "The \$100,000 Pyramid," "Celebrity Family Feud," "The Chase," "Press Your Luck" and "To Tell the Truth"; star-making sensation "American Idol"; "Judge Steve Harvey," the network's strongest unscripted series debut in a year; reality phenomenon "Shark Tank"; family favorites "America's Funniest Home Videos" and "Holey Moley"; "General Hospital," which has aired for more than 55 years on the network; and late-night talk show "Jimmy Kimmel Live!"; as well as the critically acclaimed, Emmy® Award-winning "Live in Front of a Studio Audience" specials. The network also boasts some of television's most prestigious awards shows, including "The Oscars®," "The CMA Awards" and the "American Music Awards."

ABC programming can also be viewed on demand and on [Hulu](#).

### **About B17 Entertainment**

B17 Entertainment, a part of Sony Pictures Television, was founded in 2013 by principals and TV veterans Rhett Bachner and Brien Meagher as a full-service production company producing breakthrough content in a variety of genres including comedy, kids, documentary and game, and focuses on multi-platform programming with millennial appeal. Based in Los Angeles, the company is a key supplier of live, formatted and interactive programming for Netflix, ABC, HBO Max, Epix, Facebook Watch, Instagram, Discovery +, YouTube, TikTok and SyFy to name a few. B17 Entertainment's recent productions include "History of Swear Words" with Nic Cage for Netflix, "Craftopia" for HBO Max, "#Graduation" with Oprah Winfrey, "Thanks A Million" with Jennifer Lopez, "Post Malone's Celebrity World Pong League," "Here For It" with Avani Gregg, "Chasing

the Cure” with Ann Curry and “The Great Debate” with Baron Vaughn. Additionally, B17 recently announced The Final Straw, which premieres this summer on ABC, “Inside Eats with Rhett & Link” for Food Network and “Book of Queer” for Discovery +. Other past credits include a trio of series for Disney including “Ultimate Sleepover” and “Ruby’s Gems” featuring Ruby Rose Turner; “Confetti US” and “Confetti Mexico;” “Make Up or Break Up” and “Help Us Get Married!” for Facebook Watch; “Nail the Look;” “Fright Club;” “WWE Show” and “Fashion 5 Ways” for Snap; “Broke Ass Gameshow” for MTV; “Last Night’s Late Night” and “The Daily Chill” for Quibi and “Fluffy’s Food Adventures” featuring Gabriel Iglesias for FUSE.

Prior to B17 Entertainment, Bachner served as Executive Producer on “The Henry Rollins Show” on IFC, “Man Caves” on DIY and Real Deal for History. Meagher worked as a Development Executive for Mark Burnett Productions where he was Co-Executive Producer on “Shark Tank” and also worked on “Survivor” and “The Apprentice”.

### **About Omaha Productions**

Omaha Productions is an entertainment company launched by Hall of Fame quarterback Peyton Manning following his retirement from the NFL. Omaha focuses on developing content that champions hard work, encourages the pursuit of passion, and celebrates community. Omaha Productions executive produces ESPN’s “Monday Night Football with Peyton and Eli” along with alternative telecasts for college football, golf, and the UFC. The company also serves as executive producer on “NFL Honors” and ESPN+’s PLACES franchise featuring series from Peyton Manning, Eli Manning, Abby Wambach, Vince Carter, David Ortiz, and Ronda Rousey. The company also has series at A+E Networks, NBCUniversal, and Netflix.

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For more information on “The Final Straw” (#TheFinalStraw), visit [abc.com](http://abc.com) and follow “The Final Straw” on [Instagram](#), [Twitter](#) and [Facebook](#).

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