

Cash Cab heads to Jamaica

Cash Cab, a United Kingdom game show, which has been gaining traction in a number of other countries, will be making a stop on Jamaican television screens.

The show, hosted by Felisha Lord and Wayne Whyte, will begin airing on Monday on Television Jamaica.

On Tuesday night, The Fiction Lounge, Market Place, Constant Spring Road, bubbled with energy as all who attended the show's launch were anxious to find out what it was all about.

Representatives from Claro and Red Stripe were on hand to speak about their involvement in the production of the show. The hosts also spoke of their involvement with the show and how happy they were to be part of it, regaling the audience with memories of the auditions and the like.

Here is how the Cash Cab works.

Unassuming people enter the Cash Cab as simple passengers taking a normal taxi ride, only to be shocked when they discover that they're instant contestants on an innovative game show.

The Cash Cab drives the contestants all the way to their destination, asking general knowledge questions along the way. The questions start out on the easy side, then get harder along the way - the harder the question, the more money it's worth. The first four questions are worth \$2,000 for each correct answer. The next four are worth \$4,000 and then every question after that is worth \$8,000.

A correct answer is awarded the cash, an incorrect answer means the contestant gets a strike. The contestants can earn cash all the way to their destination, but the second they miss their third question (i.e. earn their third strike), the host pulls the cash cab over and ejects them on to the sidewalk, no matter where they are.

Mobile Shout-Out

If they get stumped on a question, contestants can 'shout out' for help, either by calling someone on the Claro mobile phone (a 'Claro Mobile Shout-Out'), or by asking someone on the street for help (a 'Claro Street Shout-Out'). Each contestant has only one Claro Mobile and one Claro Street Shout-Out during the course of each game.

If the contestant has won at least \$16,000 and the cab hits a red light, a REDSTRIPE Red Light Challenge is offered, which is a single question which will require the participant to come up with multiple answers.

The passengers has 30 seconds to get all answers (e.g. name all seven of Snow White's dwarfs). If the contestant gets each part of the answer correct, they win more cash.

Finally, if the contestant arrives at their destination having earned cash, they can opt to bet it all - double or nothing - on a 'Video Bonus Question'.

Cash Cab will be aired on TVJ on Mondays at 9 p.m., with a replay on Thursday nights.