CSN Launches ‘Beyond The Reality’

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Initiating ‘Beyond the Reality’

Sports and entertainment provider Carlton Sports Network launched its CSR project ‘Beyond the Reality’ to coincide with World International Day for persons with disabilities.

‘Beyond the Reality’ is a talent show aimed at bringing forward differently abled Sri Lankans, irrespective of age, gender or background to be part of this talent contest, highlighting ways to make their lives better.

The project will cater to all who have the courage and spirit to go through their daily lives without letting their disability stand in their way. Contestants from all over Sri Lanka can apply and display their talents before a panel of judges. Their background stories and lives will be featured so that audiences can identify with the contestants. Audience voting will select the winner of the 2012 ‘Beyond the Reality’ talent show.

This CSR project is a CSN production and will air a one-hour special on CSN every

week day from January, 2012 to the grand final in June, 2012.

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