



SPOTLIGHT

Million Dollar Neighbourhood airs Sunday at 6 p.m. on OWN: Oprah Winfrey Network.

MILLION DOLLAR MAN

Calgary financial expert stars in reality show on Oprah's network

Courtesy, Coru

Bruce Sellery, Calgary co-host of Million Dollar Neighbourhood, will help spendaholic families in B.C. raise their net worth.

ERIC VOLMERS
CALGARY HERALD

When telling the story about how he landed co-hosting duties on OWN's new reality show, Million Dollar Neighbourhood, Calgary financial expert Bruce Sellery sounds appropriately melodramatic.

It is, after all, among the first homegrown shows to be broadcast on the Canadian arm of the new network overseen by media

queen Oprah Winfrey, the leading purveyor of tear-soaked stories that involve unexpected triumph.

Last March, Sellery met with the Canadian producers while in the midst of a speaking tour and was pleased to hear that their concept for a financial show revolved around community-based solutions to personal financial problems.

It allowed the 41-year-old journalist and former marketing whiz to thumb through his own book,

Moolala: Why Smart People Do Dumb Things With Their Money (and What You Can Do About It), to show them that he was on the same page, so to speak.

"I pulled out a copy of my book and flipped to the chapter on community," Sellery says in an interview from his Calgary home. "It's one of my four principles, my four pillars. That was the coming together. You read personal finance books and they don't talk about community. It's just

not a topic. But I did. It was sort of like the skies cleared and the angels sang."

Million Dollar Neighbourhood is ostensibly a show about saving money, a practical if not immediately exciting topic to turn to on television. So, billed as an "unprecedented social experiment," the series ups the reality-TV ante by challenging 100 spendaholic families in Aldergrove, B.C. to raise their collective net worth by \$1 million in only 10 weeks. They do this un-

der the watchful tough-love guidance of clinical psychologist Joti Samra, the families will give one of the \$10,000 based money-saving For the series which airs Sunday on OWN, the task is searching for 100 families to discover how to raise their net worth in their taxes and credit cards.

SEE MILLIO

Singer-songwriter goes where river takes