

## Fresh Blood pilot *Why Are You Like This* green-lit for full series

Wednesday 25 September 2019: Screen Australia and the ABC have today announced production funding for a new six-part comedy series *Why Are You Like This*. The project was one of four pilots supported through the [Fresh Blood initiative](#), created to unearth a new generation of comedic talent.

Created and written by Naomi Higgins, Humyara Mahbub and *Aunty Donna*'s Mark Samuel Bonanno, *Why Are You Like This* follows best friends Mia and Penny as they navigate their 20s in Melbourne, along with Penny's dramatic and aloof housemate, Austin. Guided by their own modern day moral code, they confront complex social issues in an outrage driven world, leaving a path of destruction in their wake. *Why Are You Like This* explores the grey areas a lot of us are afraid to traverse, in a world determined to see things as black and white.

Creator and star of the pilot, **Naomi Higgins** said, "We're so grateful to Screen Australia and ABC's Fresh Blood program for this opportunity to tell the stories of entitled diverse idiots. This is a dream come true and we can't wait to make this show!"

The series is a CKOL production and will be directed by Jessie Oldfield and Adam Murfet with Sarah Freeman producing. Niki Aken whose credits include [The Hunting](#) for SBS and [Janet King](#) for the ABC, is on board as script producer. Jessie Oldfield, Adam Murfet and Amanda Higgs will serve as executive producers. The series will go into production in March 2020.

Online Investment Manager **Lee Naimo** said, "*Why Are You Like This* impressed us with its tone and execution. The pilot was witty, topical and a great reflection of issues many young people are navigating in the world today. We're committed to supporting original and innovative content, and I can't wait to see this team build on the pilot and take this narrative comedy to series."

ABC's Head Of Entertainment and Factual **Josie Mason-Campbell**, said, "This is a fantastic new show from a new team of incredible young creatives that will surely make waves. We are delighted to be taking *Why Are You Like This* to series."

*Why Are You Like This* will start production in March 2020.

### About Fresh Blood

Fresh Blood is an ABC and Screen Australia initiative that seeks to uncover the next generation of Australian comedy talent. First launched in 2013, there were hundreds of entries from all over the country that culminated in the [Wham Bam Thank You Ma'am](#) and [Fancy Boy](#) sketch series being aired in 2016.

The second round of Fresh Blood began in 2017, with 20 up-and-coming comedy producers given \$15,000 each to produce a 3x5 minute proof of concept. Four of those were chosen to produce a half hour pilot which aired in December 2018, with *Why Are You Like This* now commissioned to make a full series.

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