



Oh My Beautiful Country: *Journey to The West*

Logline: In the face of the USA's Diversity/Equality/Inclusiveness (DEI) decline, American and Chinese bicyclists ride together through our beautiful country's heartland, celebrating its 250th anniversary, and rediscovering its diversity, kindness, and grace. It's an international journey of courage, inclusion, and grit to illustrate our shared humanity.

Synopsis: Led by American photojournalist and documentary filmmaker Peter Sherman Crosby, this new U.S. TV series is the sequel to his 4-hour cross-China series broadcast in 2022 on National Geographic TV / Asia, China Global TV Network, and Bytedance Video that reached an estimated audience of 50-250 million. This winter, Chinese bicyclists will be chosen by a competitive process televised in China. American cyclists will be selected by social media lottery from US bike clubs and US-China friendship groups. Cycling in mixed-gender relays, the 3,400-mile journey will test riders' endurance, patience, humor, and nonviolent communication skills. Our multi-lingual pairs will explore the USA's ideals, diverse cultures, and communities across the political spectrum, seeking commonalities through random encounters, biking, RV Life, campfire talks, and s'mores. *Oh My Beautiful Country* is the series name because in the Chinese language the USA's most common moniker is *Mei Guó* (美国), *Beautiful Country*. Our adventure team will live, share, and document that mutual respect and more.

Comparables: As a non-scripted documentary / reality TV hybrid, this 3-part series is like to *The Amazing Race*, CNN's *United Shades of America*, and *Bourdain's Parts Unknown* – rolled into one. Having already scouted and filmed the entire planned cross-country route, a 13-part pilot series of epic locations, characters, and stories is now being published on YouTube to build audience, brand, and partnerships: <https://youtu.be/GU5vFjXHIng>

Team: In addition to Peter's role as the 70-year old Executive Producer, host & cyclist, this series will be co-produced and co-directed by an experienced team of American, Chinese, and Chinese-American film/TV-makers, including:

- **May Yam:** Award-winning, Emmy and Tribeca-nominated Producer and Director of films, TV, VR/AR digital media as seen on ABC, CBS, CNN, LIFETIME, NBC, and FOX.
- **Nan Zhang:** Renown Chinese documentary film/TV Director who will manage content pre-production, filming, & editing for the China cyclist selection process and China-safe TV versions.
- **LuYao Zhang:** Experienced Chinese TV Director educated in USA who will manage USA location production and episode content direction.

Timeline: Currently in pre-production, we continue crowd-funding, and set up office with team in December. January-March 2026, we recruit cyclists in China and the USA. April-May, we build language skills, partners, sponsors, audience, & distribution. June- July, we ride. July-October, post-production. November, locked. December, air/stream.

Budget: In addition to the \$95k invested, an estimated \$2.9 million USD budget needed is based on production management, crew, & talent working under union-waiver / LowBudget Theatrical Agreements, including: Pre-production: \$195k, Production Crew: \$755k; Production \$1,740k; Post-Production: \$285k.