



Sonic Gods Studios Partners with Pilot Pen for Groundbreaking Business Competition Series 60 Day Hustle on Prime Video

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Sonic Gods Studios is excited to unveil a mission-driven partnership with Pilot Corporation of America for the groundbreaking reality competition series 60 Day Hustle, now streaming on Prime Video. This innovative show immerses viewers in the dynamic world of entrepreneurship, where contestants race against the clock to grow their businesses in just 60 days for a chance to win a life-changing \$100,000 grand prize. With raw authenticity, 60 Day Hustle captures the exhilarating highs and challenging lows of startup life, inspiring audiences to pursue their dreams while embracing the power of their inner hustle.

60 Day Hustle is an adrenaline-fueled race where twelve driven entrepreneurs compete in the ultimate Business Accelerator Experience. Contestants will tackle real-world challenges while learning from industry luminaries, including Fabletics Co-Founder Ginger Ressler, FabFitFun Co-Founder Daniel Broukhim, and Peter Pham, Co-Founder of Science, the incubator behind Liquid Death and Dollar Shave Club. As these contestants work to refine their ideas into viable business models, they vie for a cash prize that could dramatically alter their entrepreneurial journeys.

In this series, a diverse group of Gen Z and Millennial entrepreneurs will face obstacles that test their grit, creativity, and resilience. With expert mentorship, they'll turn dreams into actionable business plans, showcasing that success is built on hard work and the right tools. 60 Day Hustle embodies the essence of hustle, ambition, and the relentless pursuit of excellence like never before.

The partnership between Sonic Gods Studios and Pilot Pen goes beyond traditional brand placement; it's a collaborative mission to uplift aspiring entrepreneurs and overachievers and reinforce the values of hard work and creativity. "Pilot is dedicated to supporting those who push boundaries and strive for greatness," said Ariann Langsam, Vice President of Marketing at Pilot Corporation of America. "Aligning our brand with the overachieving spirit of 60 Day Hustle is a natural fit, especially with our G2 pen—the official pen of the overachiever. Just as our pens are designed to endure the demands of the creative process, the contestants on 60 Day Hustle demonstrate what it means to thrive under pressure."

The G2 gel ink pen by Pilot is known as the go-to writing instrument for those who excel in their fields—be it entrepreneurs, doctors, authors - and more. "The G2 has been with me through every step of my entrepreneurial journey," said Rudy Mawer, Host of 60 Day Hustle. "It's a reliable tool that keeps up with my demands - whether I'm jotting down ideas, drafting contracts, or setting goals." The high-quality G2 gel ink pen mirrors the contestants' commitment to creativity, reliability, and superior performance.

"Every contestant on 60 Day Hustle embodies the spirit of overachievement, making this partnership a perfect alignment of our brand values," added Michelle Delamor, Co-Founder of Sonic Gods Studios and Executive Producer of 60 Day Hustle. "We believe that with the right mindset and tools—like the G2—anyone can turn their aspirations into reality."

The motivating factor behind Pilot's partnership with 60 Day Hustle is celebrating those who set new standards of excellence, making this partnership an exciting opportunity to connect with overachievers. 60 Day Hustle honors the spirit of overachievement and illustrates the perseverance that Pilot G2 gel ink pens are known for. Just as the G2 is designed to last through the longest writing sessions and the most demanding tasks, 60 Day Hustle showcases entrepreneurs who are willing to go the extra mile to learn more, write more, do more, and achieve more.

This collaboration emphasizes how the right tools, like the G2 pen, can significantly enhance the creative process and business success. "We want viewers and aspiring entrepreneurs to realize that success doesn't come from hard work alone; it comes from equipping oneself with the best tools available," Langsam explained. "Just as the G2 is designed for long-lasting performance, 60 Day Hustle showcases entrepreneurs who are committed to putting in the work to achieve their dreams."

Since its summer release on Prime Video, 60 Day Hustle has quickly become the definitive competition

series for budding entrepreneurs. Each episode presents rigorous challenges that push contestants to their limits and refine their skills. With industry experts mentoring the participants, viewers will not only witness thrilling competition but also gain insights into essential business strategies they can apply in their own journeys.

Stream 60 Day Hustle now on Prime Video and join an inspiring ride filled with passion, challenges, and triumphs. Whether one is an entrepreneur seeking motivation, a business enthusiast eager to learn the ins and outs of launching a successful startup, or simply a fan of dynamic reality competitions, 60 Day Hustle is the show to watch.

With Pilot Pen and Sonic Gods Studios at the helm, prepare to be inspired by the power of creativity and the drive to succeed.

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Sonic Gods Studios

We're a conduit for brands to harness the power of unscripted TV entertainment. Our originals are inspiring, powerful stories that connect with audiences across the world.

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