



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

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Sonic Gods Studios is thrilled to announce a visionary partnership with Vimeo for the innovative reality competition series 60 Day Hustle, now streaming on Prime Video. This dynamic show immerses audiences in the exhilarating world of entrepreneurship, as 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 authenticity and passion, 60 Day Hustle captures the highs and lows of startup life, inspiring viewers to pursue their dreams while embracing the spirit of hustle.

60 Day Hustle features twelve passionate entrepreneurs who confront real-world challenges and learn from industry leaders, including celebrated mentors such as 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. Contestants will transform their innovative ideas into viable business models, all while striving for the cash prize that could change their lives forever.

In this exciting series, a diverse group of driven Gen Z and Millennial entrepreneurs will navigate obstacles

that test their creativity, determination, and adaptability in scaling their businesses. Under expert guidance, they will convert their knowledge into actionable business strategies, demonstrating that true success in entrepreneurship is rooted in continuous learning and innovation.

Vimeo's partnership with 60 Day Hustle reflects a shared commitment to empowering the next generation of entrepreneurs. Vimeo believes in the transformative power of video to tell compelling stories and inspire action. This collaboration allows Vimeo to showcase their tools as essential resources for entrepreneurs to make, manage, and share their videos effectively.

The motivation behind Vimeo's partnership with 60 Day Hustle stems from a desire to test the impact of product placements within a captivating narrative, while also providing compelling customer stories that highlight the value of their self-serve platform. By generating content that embraces diverse perspectives and representation, Vimeo can leverage this partnership to broaden awareness of their products and foster engagement among aspiring entrepreneurs.

The Partnership with Vimeo fits seamlessly into 60 Day Hustle's overarching narrative. The platform is dedicated to helping creators grow their businesses through effective video marketing and storytelling. By collaborating with Sonic Gods Studios, Vimeo reinforces its commitment to supporting young entrepreneurs and providing them with the tools they need to thrive in today's competitive landscape.

60 Day Hustle is not just a show; it's a movement that celebrates the relentless spirit of creators and entrepreneurs. This partnership emphasizes the importance of using video as a powerful medium to connect content creators with their audiences and share skills that can create meaningful impacts in communities.

Sonic Gods Studios is an entertainment studio focused on pioneering storytelling. "We see ourselves as a conduit for brands to harness the power of TV entertainment," said Michelle Delamor, Co-Founder of Sonic Gods Studios and Executive Producer of 60 Day Hustle. "Our commitment to creating uplifting and empowering content aligns perfectly with Vimeo's mission to support business owners. This partnership opens doors to provide our viewers with invaluable resources and insights."

As part of this groundbreaking collaboration, Vimeo plays a pivotal role in showcasing the journeys of the contestants, illustrating how they can utilize video to elevate their businesses. Vimeo brings their expertise to 60 Day Hustle, helping to inspire the next generation of entrepreneurs, reinforcing the idea that with the right tools, anyone can tell their story and drive their success.

Since its summer release on Prime Video, 60 Day Hustle has quickly emerged as a definitive competition series for aspiring entrepreneurs. Each episode presents contestants with rigorous challenges designed to push their limits and refine their skills. Viewers will witness not only thrilling competition but also gain insights

into essential business strategies applicable to their own entrepreneurial journeys.

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

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For more information about Sonic Gods Studios, contact the company here: Michellecontact@sonicgods.media

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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