

Monday, April 22–Sunday, April 28

Your day-by-day guide to the week's best television

WEEK

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WHAT'S WORTH WATCHING



PICK
OF THE
WEEK!

The Price Is Right

Monday, April 22, check local listings, CBS

KIDS WEEK PROVED so popular when it debuted last year on *The Price Is Right* that TV's longest-running game show is bringing it back! Starting Monday, kids from preschool through college will come on down to meet host Drew Carey (above right, with father-and-son contestants Wilson and Darwyn Mendez), make their bids and play games like Plinko and Cliff Hangers. Executive producer Mike Richards, who used his then-10-year-old son as a guinea pig—"I had him come in and see if he could get the wheel to go all the way around, and he could"—offers us a preview, free of charge.

NO TANTRUMS Richards admits he was worried some of the children could take losing hard, particularly the preschoolers and elementary students who are each accompanied by a decision-making adult. But, happily, no tears were shed. "For sure, a couple of the preschool kids are disappointed that their parents didn't win, and that's funny," he says. "Funny disappointment, not sad."

SERIOUS SKILLS "The middle school kids are some of the best at bidding that we've seen—and I don't mean just in Kids Week," he insists. He thinks it's because they are so familiar with online shopping now, and because the show tailored prizes to each age group. "If you're a high schooler, you want electronics. And so we went crazy with the latest video games, virtual reality bikes," he says. (Free books for a year are a prize on Friday's college show: "It's like, 'What makes your life better?' Nobody really wants to spend money on books. I get it, I was in college.")

A MINI MODEL! If the young helper in Monday's preschool episode looks familiar, that's because she's already a member of the *Price Is Right* family. It's Ruby, the 6-year-old daughter of Rachel Reynolds, who is celebrating her 16th year on the show. "Ruby's been modeling on the show since she was literally a baby in her mother's arms," Richards says. "Rachel actually worked with her [on] the gestures, and she's great." —Kelly Woo