

Real Magic with Musicians

Word of mouth brings professional magician backstage at popular rock shows

While other magicians are seen publicly setting themselves on fire or holding their breath underwater, one magician is doing some **real magic**. Internationally renowned close-up magician Jonathan Krackehl (www.jonathankrackehl.com) can be found performing for small intimate audiences that often include chart topping musicians and famous actors. Real Magic TV (RMTV) presents a candid look behind the scenes as the interactions between Jonathan and popular **stars** take place.

From Grammy Award Winners and Platinum artists like **Evanescence**, **Maroon 5** and **Fall Out Boy** to legendary actors like **Dan Aykroyd** and **Kevin Bacon**, Jonathan and RMTV have been invited to *entertain the entertainers*. Musicians and celebrities are attracted to RMTV programs mainly through their desire to meet Jonathan and experience his magic first hand. They have expressed that RMTV is the perfect opportunity to enjoy themselves while gaining valuable publicity.

Unlike a traditional “TV interview program” RMTV does not attempt to expose or exploit celebrity social privacies. In fact, the episodes ignore the cult of celebrity altogether. Instead the viewer becomes a virtual fly on the wall, simultaneously experiencing much of what the celebrity spectators do as Jonathan astounds them with his magic. Viewers are also treated to a completely unconventional interview in which friendly conversation brings out stories and personalities not normally seen.

The *Real Magic* series (currently found at www.realmagictv.com) was born out of an award-winning film project produced in support of the Twin Towers Fund in 2001. Jonathan’s film *Real Magic New York* debuted on the bigger-than-big 6 story **IMAX** screen, documenting his travels as he raised not only money but the spirits of all New Yorkers he came in contact with. After performing for veteran hard rockers **Sevendust** and singer/songwriter **Howie Day** in the film, the popularity of Jonathan’s performances grew quickly through word of mouth among touring artists, publicists and labels. Jonathan quickly gained the nickname “the musician’s magician”.

Just as the live celebrity audience has grown, so have the number of eyes tuning in. As an early pioneer of video webcasting and interactive programming, RMTV has been consistently ahead of the curve. Its content delivery and distribution techniques continue to evolve, recently presenting some of the first high definition video broadcasts available online. The website itself is refreshing to see, completely devoid of advertisements, the destination upholds RMTV’s independent image, and continues to attract thousands each day.

Jonathan will be available for a small number of in-person and phone interviews out of New York City during the month of February. To schedule an interview, or to obtain a quote please contact: Sheehan Perera at: 347.561.3020 or: sheehan@realmagictv.com

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