



Publicity Wire News :: Hollywood & Highland Center Renews Exclusive Relationship with Real to Reel Location Agency for Two More Years



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FOX TV's show "Mobbed" is one of many to Occasionally Shoot at the Hollywood & Highland Complex

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Options:  

Publicity Release Posted: March 07, 2012 15:00:05 EST

**Real to Reel Currently Celebrating its 30th Anniversary Year
Repping a Variety of Complex Commercial Properties**

Van Nuys, CA, March 07, 2012 | SHOOT Publicity Wire | --- Celebrating its 30th anniversary year as one of the oldest location agencies in the Los Angeles area, the Real to Reel Location Agency has announced that the Hollywood & Highland Center has renewed its relationship with the agency for another two years as its exclusive representative. Real to Reel first began its relationship with the Hollywood & Highland Center in 2006, and since that time has arranged for the filming of numerous projects at the site, including, most recently, Fox TV's "Mobbed" series starring Howie Mandel, and previously such TV shows as "Entourage," "How Do I Look?," "NCIS: LA," "Nip/Tuck," and "Weeds," to name a few.

The Real to Reel Location Agency specializes in representing commercial properties, ranging from the complex to average, either open or closed including open and closed hospitals, along a variety of residential properties. The agency operates in a similar fashion to a talent agency, but with buildings instead of actors as its clients. The agency helps owners secure and manage on-location filming for TV shows, feature films, commercials, and still photography shoots.

Gary Onyshko, President and CEO of The Real to Reel Agency, said, "We're very pleased that the Hollywood & Highland Center has once again retained us to represent them to the filming community for another two years. We will continue to serve as their exclusive representative for all on-location filming at this extremely popular site."

In related news, 2012 is off to a robust start for Real to Reel. The agency has just secured a four-month booking for a new MTV television series at one of their sites—a former warehouse now turned soundstage. Real to Reel has also just booked a multi-week cable TV reality competition series, based on a hit musical show, at a Downtown LA cultural center and theatre, formerly represented by one of its competitors.

Additionally, the agency is just now wrapping up a multi-month booking for the comedy medical TV show "Children's Hospital" at the former Northridge Medical Center-Sherman Way Campus. This is the third consecutive season that "Children's Hospital," the winner of Comedy Central's 2011 first annual "Comedy Awards" award for "Best Sketch Comedy/Alternative Comedy Series," has selected one of the agency's closed hospitals as their primary filming location. Real to Reel's booking of "Children's Hospital" follows on the heels of the success the agency experienced during the two prior years booking the TV series "Hawthorne" into that same facility. That "Hawthorne" booking generated close to \$1-million per season for the owners of that site.

About THE REAL TO REEL LOCATION AGENCY

One of the largest, most prolific, and successful location agencies working within Southern California's entertainment industry today, The Real to Reel Location Agency, founded in 1982 and now celebrating its 30th Anniversary, represents the owners of virtually every imaginable variety of property, including both open and closed hospitals, offices, mansions, schools, warehouses, apartments, and even the iconic Hollywood & Highland Center. Real to Reel has provided locations for thousands of feature films, television programs, music videos, still photography sessions and commercial productions, and has also managed tens of thousands of prep shoot and wrap days during that time.

Among TV series Real to Reel has worked with in the recent past are "Bones," "American Horror Story," "Parenthood," "Prime Suspect," "CSI NY," "Body of Proof," "Castle," "The Finder," "Up All Night," "Next Big Thing," "Rizzoli & Isles," "Perception," "Chuck," "Sons of Anarchy," and "Face Off," to name some. Other TV series which have filmed at Real to Reel sites over the years, include "Scrubs" (7 years), "Hawthorne" (2 years), "Children's Hospital" (3 years), "True Blood," "CSI," "CSI: Miami," "CSI: New York," "Curb Your Enthusiasm," "Entourage," "Weeds," "The Office," "Californication," "Luck," "The Closer," "Criminal Minds," "House," "Ugly Betty," "Alias," "24," and countless more. In fact, Real to Reel refined the idea of securing a multi-year deal for the use of a single practical location for an on-going television series.

Many Real to Reel-represented properties have been used to shoot scenes appearing in such hit films as "Horrible Bosses," "Due Date," "The Backup Plan," "Green Hornet," "Spider-Man 1 & 2," "Transformers 1 & 2," "Frost/Nixon," "The 40 Year Old Virgin," "Million Dollar Baby," "Jurassic Park 3," "As Good as It Gets," "Pineapple Express" and "Mr. and Mrs. Smith," among many others.

Music Videos for The Rolling Stones, Celine Dion, R. Kelly, Bon Jovi, Cher, Snoop Dog, Neil Young and Janet Jackson have been shot at Real to Reel locations. Location Managers working on Commercials for such major brands as Mercedes Benz, McDonalds, Intel, United Airlines, IBM, Fed Ex, Coca-Cola, Honda, Toyota and Gatorade have also turned to the Real to Reel Location Agency.

Based in Van Nuys, CA, Real to Reel has also been a longtime associate member of the Association of Independent Commercial Producers (AICP), and regularly exhibits at the AFCI Locations Trade Show. A regular supporter of both the Location Managers Guild of America, and the Hollywood Teamsters Local 399, Real to Reel is one of the few location agencies in Southern California licensed as a real estate brokerage corporation by the California Department of Real Estate and is also notable for the fact that the company's President and CEO, Gary Onyshko, is a licensed California attorney. For more information, please visit: www.rtrlocations.com.

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