

Publicity Wire News :: Howie Mandel "Mobs" Hollywood & Highland Center



The news release distribution service for the filmmaking, commercialmaking, entertainment, TV, online & mobile motion picture production and postproduction industries. Targets delivery of releases to critical vertical market while establishing your release in vital SHOOT "Industry Database of Record."

Howie Mandel "Mobs" Hollywood & Highland Center



Real to Reel Location Agency arranged for Fox TV's MOBBED to be filmed for a week at Hollywood & Highland

Publicity Release Posted: November 28, 2011 15:21:25 EST

HOLLYWOOD, November 28, 2011 | SHOOT Publicity Wire | --- Since its opening in 2001, The Hollywood & Highland Center has been one of the most popular filming locations in Hollywood. The famous retail center – also home to the Kodak Theatre – has hosted a laundry list of film shoots over the years. But the bar now has been raised, after the filming of an episode of FOX's unscripted series MOBBED, hosted by Howie Mandel.

The series puts a hidden-camera spin on the "flash mob" concept, with Mandel and thousands of strangers helping a special guest plan an extraordinary surprise for a friend, family member, loved one or co-worker. The most recent episode of MOBBED, which aired on Wednesday, Nov. 23 on FOX, drew a 4 rating in the 18-49 share, with 4.7 million viewers.

The 11/23 episode of MOBBED filmed at the Hollywood & Highland Center for an entire week. Filming at the venue was arranged through the Real to Reel Location Agency of Van Nuys, CA. Real to Reel is the longtime film agent of the Hollywood & Highland Center, which has been owned by CIM Group since 2004.

The MOBBED shoot is but one of many that serves to underscore CIM's ongoing commitment to filming at the Hollywood & Highland Center. With a location set in the heart of Hollywood, CIM understands the importance of remaining a film-friendly location.

With hoards of active visitors walking through the center day and night, it took a collective effort by several parties to successfully coordinate the hundreds of dancers, performers and crew members involved in the production of MOBBED.

"Working with the Hollywood & Highland Center as well as with the Real to Reel Location Agency was a pleasure. Real to Reel's expertise and experience with TV production greatly added to our ability to get the most out of our shooting at this location," said Matthew Laviano, COO, The Angel City Factory, one of the producers of MOBBED.

Since 2007, CIM Group has worked with Real to Reel Location Agency to help manage and coordinate high-end film shoots at the center. Real to Reel's professional management and experience proved to be vital during the filming of MOBBED, one of the largest film shoots at the Hollywood & Highland Center to date.

Gary Onyshko, President & CEO of the Real to Reel Location Agency, said, "With its unique and iconic facility, the Hollywood & Highland Center is constantly working on hosting special events. But filming movies and TV shows is an entirely different universe from producing special events. We are fortunate to have represented the Hollywood & Highland complex for a little over four years now, and are glad to have helped manage MOBBED at this exciting venue."



For more information about MOBBED, please visit www.fox.com/mobbed. Become a fan of the series on Facebook at www.facebook.com/MobbedonFOX, follow the series on Twitter @mobbedonFOX and join the discussion at #Mobbed.

For more information about the Hollywood & Highland Center, please visit: www.hollywoodandhighland.com.

For more information about the Real to Reel Location Agency, please visit: www.rtrlocations.com.

Contact Info

Media Contact for Real to Reel:

Dan Harary

The Asbury PR Agency

Beverly Hills, CA

310-859-1831

[Contact Dan via email](#)

Search Publicity Wire News

Search:

Filter by category: --- all categories ---

News posted between: ¹/₂ and: ¹/₂ or [browse by category](#)



Shootonline.com: The Website for Commercial, Interactive & Branded Content Production

[ABOUT US](#) | [ADVERTISE](#) | [COMMENTS](#) | [SHOOT FORUM](#) | [RSS XML](#) | [FAQs](#) | [LEGAL](#) | [REPRINTS](#) | [E-NEWSPAPERS](#) | [SUBSCRIBE](#)

© 1990 - 2012 DCA Business Media LLC All rights reserved.