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RPI Celebrates an 18-Year Milestone... Starting a *Global Revolution* in Retail Entertainment!

A Brief History: The Origins of the "Snow Show"

Hollywood, CA. June 1, 2011--"*Falling Snow Shows*" at Shopping Centers have become a cherished holiday commodity like *Santa and Candy Canes* over the last decade. Although, there are [now] many 'local & global players' in the market, they can all credit their success tracing back to 18-years ago involving an ambitious leap-of-faith by Forest City Enterprises and "*The Holiday Magic Spectacular!*" starring the [then] young and popular "Rising Star-of-Magic", Jeremy Vargus!

Flashback: Jump back to the early 90's [*remember when?*] A bright-eyed, theatrical Illusionist, Jeremy Vargus of "Techno-Magic" fame, pitched a new, daily entertainment concept to the local Cleveland, Flagship retail property "Tower City Center" [*home of Forest City Enterprises commercial management company*]. The concept was 12-minute silent show (no speaking done to a custom musical score). A cross between "'Babes in Toyland' and 'The Nutcracker' featuring a 'refreshing blend of Illusions [*but not presented as a magic show*], with special effects and dance" Recalls co-creator, Jeremy Vargus. "I remember the meeting clearly with John Sweetnitch and Jane Lisy from Forest City. John had a brilliant concept for a storybook-themed show but wanted tradition Christmas music. My partners and I pushed for custom music to underscore a theatrical show using Illusion to emphasize the 'Magic of the Holidays'. It was then Jane [Lisy] who stepped-in and grasped the concept and said 'The score would make it an original show...' and the rest *as they say* is history."

The Finale: "The final minutes of the show featured a new technology [*we were working on*] that resembled falling snow." Vargus notes. "It was combined with indoor pyro, confetti blasts, an erection of a giant 20-foot-tall inflatable toy soldier followed by the appearance of an entire cast of famous holiday characters! This may not sound like much now but we were the first to implement a daily show of this caliber in a shopping center back then..." he adds.

Long before the days of paid internet Media Launches & Viral Marketing, the show relied on old-fashioned **WOW! factor** that drew in tens-of thousands of guests plus TV and print news. It was incredibly successful. So, much that the "snow" became the company's [RPI] fastest growing hallmark. This was years before any "snow specialists" and "snow effects companies" existed. ~~There was only one...~~

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