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FOR IMMEDIATE RELEASE

Cleveland, Ohio

Cleveland-based entertainer and performance-magician Rick Smith Jr. continues to see impressive growth in online notoriety as his YouTube channel grows past 300,000 subscribers.

After the explosive growth following his 2017 collaboration with viral YouTube channel Dude Perfect, Smith has worked to integrate video creation into his core business. By filming himself and his team performing their stunts both in the studio and on the streets, he has garnered quite a bit of support from a long-standing national fanbase; while Smith has been travelling the country for two decades, the ability to publish content online has increased his renown significantly.

Using the website as a platform for networking, Smith has also secured partnerships with a number of digital influencers since his collaboration with Dude Perfect. Some of the YouTubers with whom he has worked include Logan and Jake Paul, Slo Mo Guys, That's Amazing, Murphy's MagicExpress Clothing, Logan Broadbent, The Modern Rogue, and Venom Trickshots.

By merging the focus of his and his partner's channel – card throwing and slow-motion videography in the case of Slo Mo Guys, for example – Smith has created a model that he hopes to continue using as a means to expand and promote his business worldwide. The digital viewership offered by sites such as YouTube give performance entertainers like Smith, who traditionally show their craft in person, the opportunity to simultaneously connect with fans across the world.

RICK SMITH JR.

MAGICIAN ♦ ILLUSIONIST ♦ ENTERTAINER

About Rick Smith Jr.

Smith, who has appeared on live television for programs including “The Ellen DeGeneres Show,” “The Tonight Show,” and “Shark Tank,” holds three Guinness World Records for throwing a playing card the furthest, fastest and highest. Combining this unique talent with his decades of experience in magic and comedy, he has spent the past twenty years travelling the world and performing for audiences of all sizes. He performs at over 600 events each year, continuing to add new acts to his team as his national and global notoriety have grown.

Along with running his own private for-profit business, Smith is the founder and headliner for his charitable scholastic fundraising organization, Magic Gives Back. Through Magic Gives Back, Smith has raised thousands of dollars to support American public schools via performances at school districts around the country.

Rick Smith Jr.

<http://ricksmithjr.com>

Phone: (440) 821-9549

Email: RSJ@RickSmithJr.com