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In the News



PHILLY SAYS WELCOME BACK TO "THE REAL WORLD"

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State and Local Officials, Trade Unions and Producers Reach Accord

Philadelphia, PA - March 23, 2004 - Philadelphia Mayor John F. Street has brokered an agreement between Bunim-Murray Productions and the City of Philadelphia to keep production of the fifteenth season of the hit reality series THE REAL WORLD in Philadelphia. Pennsylvania Governor Edward G. Rendell was actively involved in the successful outcome of the negotiations. Congressman Robert Brady and City Controller Jonathan Sidel were also instrumental to the process.

Mayor Street said, "There is no better place to live, work or visit than the city of Philadelphia. Its history and strong neighborhoods make Philadelphia the real REAL WORLD, and we look forward to this great production."

Joey Carson, Chief Operating Officer of Bunim-Murray Productions said, "On behalf of everyone at Bunim-Murray Productions, MTV and THE REAL WORLD, I would like to thank Governor Rendell, Mayor Street, Congressman Brady, Michael Barnes from IATSE, John J. Dougherty from the IBEW, Pat Gillespie from the Building Trades Council, City Controller Sidel and everyone else involved in getting us to where we are today. I am pleased that season fifteen of THE REAL WORLD will be produced here in Philadelphia, as originally planned. On a personal note, I would like to acknowledge the support of the many young Philadelphians who played a major role in keeping the show in town, as well as two prominent local businessmen, Larry Cohen and Charlie Breslin, for their unflagging commitment to keeping THE REAL WORLD in Philadelphia."

Governor Rendell said, "Recognizing the economic impact that THE REAL WORLD can have on our city and state, I am thrilled that the young people's voices were heard and we were all able to come together and be able to announce today that THE REAL WORLD and seven strangers have chosen Philadelphia to live."

Congressman Brady said, "I give credit to the Governor, the Mayor, the local union leaders, Bunim-Murray Productions and MTV for finding a way to make this work. This is great news for the city of Philadelphia."

John J. Dougherty of the IBEW said, "I'm happy that THE REAL WORLD is going to shine a spotlight on Philadelphia, one of the best kept secrets in America. It's been a pleasure working out the details with the Mayor and Joey Carson's team at Bunim-Murray Productions."

Young Involved Philadelphia (YIP), a local activist group, played an important role in bringing THE REAL WORLD back to Philadelphia. After learning that THE REAL WORLD intended to move elsewhere, YIP organized a rally last week to voice their concerns to local and state politicians. YIP's "WE WANT OUR MTV" rally received national media attention, and encouraged the parties involved to seek a resolution.

About THE REAL WORLD and Bunim-Murray Productions

THE REAL WORLD - PHILADELPHIA is set to premiere on MTV in fall 2004. Debuting over a decade ago in New York City, THE REAL WORLD pioneered reality-based television. Each season, the show brings seven strangers together to live in a new town and rolls cameras 24-7, witnessing as their lives intersect, their ideas are challenged, and their passions emerge. Other seasons of THE REAL WORLD have taken place in New York, Los Angeles, San Francisco, London, Miami, Boston, Seattle, Hawaii, New Orleans, Chicago, Las Vegas, Paris, and San Diego. Created by Mary-Ellis Bunim and Jonathan Murray, and executive produced by Jonathan Murray, THE REAL WORLD is produced by Bunim-Murray Productions. Bunim-Murray Productions other series include the hit reality sitcom THE SIMPLE LIFE (FOX), the real-life daily daytime drama