

Star of ITV2's 'Tricked' begins search for the UK's next generation of Street Magicians.

Submitted by: FAGE UK

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New fruity Greek yoghurt brand Fruyo has joined up with street magician, Ben Hanlin to find the UK's next generation of Street Magicians!

Ben features on the new Fruyo TV commercial where he can be seen performing a magic trick to an audience of passers-by. In a blink of an eye, he transforms a pot of TOTAL 0% Greek Yoghurt and a slice of peach, into a delicious pot of Fruyo. The trick was filmed as a single shot in real time, without camera trickery or post production enhancement. The strapline for the advert is "The Magic is in the Taste".

To support the advert, both Fruyo and Ben are looking to find the next generation of Street Magicians. Four lucky winners will be invited to London with their families where they will attend a Magic Workshop, hosted by Ben and star in their very own mini magic movie.

Ben, is best known as the star of ITV2's hit hidden camera show 'Tricked' where he goes undercover and using sleight of hand and misdirection, performs his magic on members of the public.

Ben said, "This is a really exciting competition; I am looking for four young magicians that have a passion for magic and display a basic level of skill, showmanship and creativity. I am looking forward to going through the entries and meeting the winners."

The competition is open to parents or guardians with children between the ages of 6 and 16. There are two age group categories for the competition. 6-12 and 13 and over. All entrants require parental permission to enter the competition and for those who fit into the former category, entries should be submitted by the parent or guardian themselves.

The participant must present their favourite magic trick to camera. The film must be no more than 40 seconds in length and should be emailed to magic@FageUK.com. Alternatively entries can be posted onto the FAGE UK's social network sites, using the hashtag #FruyoFeeling. Full details, terms and conditions can be found on the company's website www.fruyoyoghurt.com.

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Notes to Editors:

Fruyo is made by FAGE -the makers of TOTAL Greek Yoghurt. FAGE has been operating in the UK for over 30 years, importing Greece's bestselling Yoghurt – TOTAL Greek Yoghurt to UK supermarkets. Consequently, TOTAL has become the leading brand of Greek yoghurt in the UK.

Fruyo combines thick and creamy TOTAL 0% Greek Yoghurt with real fruit pieces. A fat-free, high-protein yoghurt, it's 100% natural and boasts the absence of preservatives and colourings.

Fruyo is available in the following six flavours: Strawberry, peach, blueberry, lemon, cherry and vanilla with further flavours expected later in the year. It is priced at £1.09 RRP.

Fruyo and TOTAL Greek Yoghurt are classed as Greek yoghurts. Greek yoghurt is a very different product to Greek-style yoghurt. Greek yoghurt, sold as such in the UK, must be made by a straining process so as to remove the watery-whey, must contain no additives, and be made in Greece.

The closing date for the competition is midnight on 2nd June 2014 and winners will be notified two weeks from this date.

FAGE UK's Social sites: [Facebook.com/Fageuk](https://www.facebook.com/Fageuk)

Twitter: [@TotalGreek](https://twitter.com/TotalGreek)

[YouTube.com/totalgreek yoghurt](https://www.youtube.com/totalgreek yoghurt)

About Ben Hanlin

Ben is the star of ITV2's Tricked, a six part series that aired in October –November 2013. Ben hosts the mischievous show, tricking unsuspecting members of the public and shocking celebrities with his own special brand of hidden camera magic!

Ben hails from Birmingham and over the last ten years Ben has been performing his sleight of hand magic and stage magic at events all over the UK. Ben has performed at all sorts of functions for audiences from 2 – 10,000 from close up intimate shows to large scale staged tricks and illusions. His warm, cheeky style makes him an instant hit wherever he performs!

In 2012 Ben was one of 4 magicians starring in Breaking Magic for The Discovery Channel. The show looked at the science behind magic and illusions, fusing the showmanship and mystery of street magic and the raw power of science. The series was filmed on the streets of London, New York and Warsaw and wowed audiences in 211 different territories when it showed on the Discovery Network. The second series of Breaking Magic, filmed in London and Europe will air globally from March 2014.

In September 2010 Ben launched his online show, Magic Boy finds... He believes he can find any celebrity in the World within 48 hours and perform a magic trick to them, with the help of his friends on Social Media sites such as Facebook, Twitter etc. His adventures have seen him perform his fresh style of magic to celebrities such as; David Hasselhoff, Fearne Cotton, Michael McIntyre, Frank Skinner, John Bishop and many more. His goal is to push the boundaries of Social Media by asking for help.

For more information on Ben Hanlin please contact Andy Hipkiss at Triple A Media Ltd on 0207 637 5839.