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Press Release

The magic is BACK this winter school holidays with the greatest line-up of Australia's top magicians ever!

*Northcote Town Hall may just **disappear** as it hosts 101 performances of thirty astonishing magic shows from June 28 to July 10*

Melbourne, VIC, 30 March, 2010: Melbourne's annual festival of all things magical gets underway in June with some of Australia's best magicians appearing (and disappearing) at the Northcote Town Hall.

Running until July 10, The Melbourne Magic Festival features shows for kids, families and adults only and includes astonishing sleight of hand, cons and scams, hilarious clowning, a magical menagerie of rabbits and doves, and spectacular grand illusions.

The festival was launched three years ago by *'The Australian Institute of Magic'* and has already grown into the largest festival of its kind in the Southern Hemisphere.

Highlights of this year's program include shows from the stars of Channel Nine's *'The Real Hustle'*, Nicholas J. Johnson and Adam Mada, Channel Nine's *'WBTV'* resident magician Anthony 'Magic Tony' DeMasi in three different shows, internationally renowned illusionists Ellis & Webster sawing each other in half, and even some surprise international guests!

The hugely successful search for Australia's Next Top Magician continues as *'The Australian Junior Magic Championships'* returns after 9 year old Timothy Mason took out the title last year.

Other events include classes in sleight of hand for adults, magic school for kids, and the famous Trick or Treat Magic Shop on location for the entire festival.

All of the events are individually priced and organizers have kept ticket prices as low as possible in order to make the festival as accessible as possible. Average ticket price is \$15 and most shows offer great value family tickets and huge group discounts for ten or more.

- Group bookings are now on sale at www.MelbourneMagicFestival.com .
- Individual tickets go on sale May 1 at www.NorthcoteTownHall.com and (03) 9481 9500.

The Melbourne Magic Festival – June 28 to July 10, 2010

FACTS & FIGURES

- In 2008 there were 58 performances of 10 shows seen by 3,200 people.
- In 2009 there were 64 performances of 19 shows seen by 4,000 people.
- In 2010 there are 101 performances of 30 shows with over 6,000 people predicted to appear.
- This year's festival features almost 60 different magicians aged from 5 to 72 including award winners from the FISM World Championships of Magic.
- One lucky patron will win a Golden Ticket entitling two people to see every single show at next year's Melbourne Magic Festival absolutely free!

For interviews, story and photo opportunities please contact festival director Tim Ellis

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