



MELBOURNE MAGIC FESTIVAL

www.MelbourneMagicFestival.com

Proudly produced by The Australian Institute of Magic Inc.

A DECADE OF MAGIC!

THE 10th ANNUAL MELBOURNE MAGIC FESTIVAL

Over 300 shows and free events from July 3 to 15 at the Northcote Town Hall and beyond!



The Melbourne Magic Festival turns TEN this year!

Since magically appearing on Australia's major event calendar ten years ago, **The Melbourne Magic Festival** has established itself as *one of the world's greatest family festivals*.

Powered by **The Australian Institute of Magic**, the Festival brings over 10,000 magicians and magic fans together for 13 days of mind bending fun for all ages.

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For immediate release:

When Tim Ellis conceived of the very first Magic Festival back in 2008 even he couldn't have imagined just how successful it would become. In 2017 over 70 Australian magicians will be joined by performers from the USA, Canada, Hong Kong, New Caledonia and Argentina for 300 performances of over 65 different shows, workshops, exhibitions, and lectures.

Not only has it reignited Australia's passionate love affair with magic, it's also launched the careers of a whole new generation of amazing Australian magicians.

Simon Coronel developed his astonishing one-man show 'Things by Simon' at The Melbourne Magic Festival and has now left his high paying career and moved to Hollywood right next door to the world famous Magic Castle. Simon has already developed an international reputation and is currently performing a six-month season at Macau's 'House of Magic' – but he always makes room in his calendar to perform at The Melbourne Magic Festival.

Dom Chambers competed in one of the first Australian Junior Championships of Magic held at the Festival. Now he is viral internet magic sensation with his innovative videos generating hundreds of millions of views.

Lee Cohen, Director of The Melbourne Magic Festival, is also one of the few professional female magicians in the world. In addition to her highly acclaimed production for children 'The Fairy Magic Show', Lee is also mentor to an entire generation of aspiring magicians. Lee says "The current group of junior magicians are doing things at 8 years old that most who've been in the business 50 years can only dream of doing."

"The response to the Festival has been overwhelming" says Artistic Director Tim Ellis. "We are not only inundated with requests from magicians from all over Australia eager to perform here in Melbourne, but also from every single country in the world. Just trying to squeeze as many shows as possible into our 13 day program is one of the most challenging tricks I've ever attempted!"

"We want to give the public the opportunity to experience the beauty and diversity of the world of theatrical magic. From shows designed to engage children in a world of wonder, to shows that bring that same childlike wonder back into the lives of adults."

"We have performers who are masters of sophisticated sleight of hand, mentalism, hypnotism, and grand illusions. All performed with generous doses of interactivity and lots of laughter."

Tim says the full program of events will be released on April 1 at www.MelbourneMagicFestival.com and assures festival-goers that they will need to book fast this year.

"With four studios and Magic Central at the Northcote Town Hall, as well as shows at The 86 in Collingwood, The Magic Zone in Ringwood, and The Arts Centre Melbourne, we have more chances than ever this year for fans to catch the magic" say Tim. "but with more fans than ever before... tickets will be disappearing fast!"

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For interviews, story and photo opportunities please contact the Festival Artistic Director and founder
Tim Ellis at Tim@MelbourneMagicFestival.com

WHAT: THE 2017 MELBOURNE MAGIC FESTIVAL

WHERE: Venues throughout Melbourne including: The Northcote Town Hall (189 High St, Northcote), The 86 Cabaret (185 Smith St, Collingwood), The Magic Zone (25 Michellan Court, Ringwood), and The Arts Centre, Melbourne.

WHEN: July 3 to 15, 2017

COST: Tickets from \$10 - Book at www.MelbourneMagicFestival.com

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