



MELBOURNE MAGIC FESTIVAL

www.MelbourneMagicFestival.com

Proudly produced by The Australian Institute of Magic Inc.

TICKETS NOW ON SALE!

THE 10th ANNUAL MELBOURNE MAGIC FESTIVAL

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

For immediate release:

**The Melbourne Magic Festival turns TEN this year
and EXPLODES into 8 new venues!**

Melbourne has long been known as “*The Magic Capital of Australia*” with more magicians per head than any other place in the country, and five out of the six ‘**Magic World Championship Awards**’ going to Melbournians. Now, since magically appearing on Australia’s major event calendar ten years ago, **The Melbourne Magic Festival** has established itself as *the largest Magic Festival in the world!*

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.

Originally housed solely at The Northcote Town Hall, **The Melbourne Magic Festival** has outgrown its home base and expanded for 2017 with events in venues including The Arts Centre Melbourne, The Magic Zone in Bayswater, The 86 in Collingwood, Tall Dark & Art in Moorabbin, Swinburne University in Hawthorn, The Magic School of Confidence in Malvern East, and as far out as Magic Manor in Phillip Island.

Not only has the Festival expanded beyond its borders, it now has pre and post-Festival events with the **Tall, Dark & Art Gallery** in Moorabbin celebrating ten years of MMF with a photographic exhibition of all things magical from Friday June 30 to Sunday July 2. Then, after the Festival, **The Magic School of Confidence** will be hosting a 7 hour intensive Masterclass with one of our International Guest Magicians on Sunday July 16.

During the Festival, Magic Fans will get to experience not only the very best magicians Melbourne has to offer, but also more visiting magicians than ever before with artists from Sydney, Brisbane, Perth, Noumea, Canada, USA, Hong Kong, Korea, Argentina, Spain and even Bendigo!

Tickets are now on sale and the full program of events can be found at www.MelbourneMagicFestival.com

WWW.MELBOURNEMAGICFESTIVAL.COM



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

WHAT: THE 2017 MELBOURNE MAGIC FESTIVAL

WHERE: Northcote Town Hall and multiple venues throughout Melbourne including:

Magic Central – Free shows and activities (*189 High St, Northcote*)

High St Magic – Free Random Acts of Magic and Wand Making (*High St, Northcote*)

Moulin Beige – Special Magic Edition (*Wesley Anne, Northcote*)

Top Hat Tuesdays – Best of The Fest (*The 86, Collingwood*)

The Neuroscience of Illusion – (*Swinburne University, Hawthorn*)

Magician: The Art of Magic – Photographic Exhibition (*Tall, Dark & Art, Moorabbin*)

The Magic Workshop - taught by Lee Cohen (*Arts Centre Melbourne*)

The Charles Waller Cup – The Magic Circle of Victoria (*Magic Zone, Bayswater*)

Intensive Masterclass- with International Guest (*The Magic School of Confidence, Malvern East*)

WHEN: July 3 to 15, 2017

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

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