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FOR IMMEDIATE RELEASE

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"It's Magic" at Cal Poly's Performing Arts Center

SAN LUIS OBISPO - Direct from the showrooms of Las Vegas and Hollywood's Magic Castle, Cal Poly Arts presents "It's Magic!" on Sunday, November 3, 2002, at 3 p.m. at the Christopher Cohan Center.

Limited seats remain for the show that the Los Angeles Times declared "a must for magic buffs of all ages."

In an exciting variety show format, It's Magic! features internationally-recognized, award-winning magicians performing audience favorites, such as sleight of hand, comedy magic, levitation, escapes, and wild animal acts, including a vanishing 450-pound Siberian tiger.

Master magicians include multi award-winning "Magician Of The Year" Jeff McBride; Jim Bentley as "Harry Houdini," (performing the record-breaking "Houdini Straight Jacket Escape"); Magic Castle's renowned Ray Pierce, and artistic illusionist Jason Byrne.

The afternoon entertainment will also feature Dana Daniels, who stars as "A Man Performing Magic With A Parrot," and showcase the unique combination of swing-dance and mystical illusion of Magic Feets and the edgy, off-the-wall comedy magic of Bruce Block.

Tickets for the performance range from \$16 - \$28, with student discounts available, and may be purchased at the Performing Arts Ticket Office, 10 a.m. to 6 p.m. weekdays and 10 a.m. to 4 p.m. Saturdays. To order by phone, call 805/756-2787; to order by fax: 805/756-6088.

This performance is sponsored by Sands Suites and Motel.

For audio and video samples of Cal Poly Arts events, visit www.calpolyarts.org.

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