

**FOR IMMEDIATE RELEASE**

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Note: Photos available at <http://mccallumtheatre.com/index.php/media>

**The All-New 63rd Annual Edition of *It's Magic!*  
McCallum Theatre  
Sunday – March 22 – 3:00pm**

Palm Desert, CA – Through the generosity of Jack Area and Family, the McCallum Theatre will welcome some of the world's biggest stars in magic for the 63rd annual edition of *It's Magic!*, at 3:00pm, Sunday, March 22.

Producers Milt Larsen and Terry Hill have put together an entirely new lineup of extraordinary magicians featuring illusionists, comedy magicians, expert manipulators and variety acts from *America's Got Talent*, headliners from Las Vegas and international magic award winners! This year's lineup includes Henrik Bothe, David and Dania, Chuck Jones and Co., Ray Pierce and Co., and Nick Diffatte.

The tradition of an all-star magic show started in 1956, when two young entrepreneurs, Milt Larsen and Oliver Berliner, produced a show called *Hocus Pocus 56* at the Carthay Circle Theater in West Los Angeles. The following year, the show was renamed *It's Magic!* and moved to the 1,300 seat Wilshire Ebell Theater in Los Angeles' swank Hancock Park area.

At first, the shows played only for a limited time. However, the success of *It's Magic!* proved there was a genuine interest in the ancient art form of magic. This, in turn, gave Larsen the idea of forming a full-time private club for magicians and magic enthusiasts. Thus was born the Magic Castle, which opened its doors in 1963.

*It's Magic!* then moved to the Variety Arts Theater in downtown Los Angeles in 1977 and played annually until the mid-'80s, when theater was sold. After 30 years of continuous production, Milt felt it was time to hang up *It's Magic!*'s top hat.

However, in 1994, the city of Glendale asked theatrical producer Terry Hill to bring shows into its newly restored Alex Theater. Terry, a longtime member of the Magic Castle, approached Milt Larsen with the idea of bringing back *It's Magic!*, because there was a real need for an exciting full-evening family show. Milt agreed, and a new partnership was born.

With the success of *It's Magic!* in its yearly fall presentation at the Alex Theater, Larsen and Hill expanded into other theater venues and now produce annual *It's Magic!* shows around the country.

**Itsmagicshow.com**

Tickets for this performance are priced at \$50, \$40 and \$20. Tickets are available at the Theatre's website at [www.mccallumtheatre.com](http://www.mccallumtheatre.com) or by calling the McCallum Theatre Box Office at (760) 340-2787. The McCallum Theatre, located at 73000 Fred Waring Drive, Palm Desert CA 92260, accepts payment by cash, personal check, VISA, MasterCard, Discover and American Express.

*The McCallum Theatre Box Office, its phone center and website, are the **only** authorized outlets for tickets to performances presented at the Theatre.  
Tickets purchased from any other sources, such as brokers or secondary market websites, are purchased at consumer's own risk and cannot be guaranteed as valid.*

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