



## For Immediate Release

Media: Angie Bertucci / 805.679.6010 / [abertucci@lobero.org](mailto:abertucci@lobero.org)

Tickets: Lobero Box Office / 805.963.0761 / [lobero.org](http://lobero.org)

### Lobero LIVE presents *IT'S MAGIC!* Saturday, March 23 at 2 & 6:30 PM

- Pull your kids eyes from the screen to the stage with a show that dazzles and delights.
- Each year is a whole new show featuring new talent representing a variety of magical disciplines.

Santa Barbara, CA, March 4, 2019 – [Lobero LIVE](#) is proud to welcome [It's Magic!](#) back to the Lobero Theatre on Saturday, March 31 at 2 and 6:30 PM. America's longest-running magic revue returns to the Lobero to dazzle audiences with an all-new lineup of top illusionists direct from exotic showrooms and Hollywood's famous Magic Castle. This one-of-a-kind magic show that has been delighting comedy and magic fans in Santa Barbara for more 20 years at the Lobero Theatre. The 62<sup>nd</sup> Annual Edition of *It's Magic!* will Feature Victor and Diamond, Ray Pierce, Dana Daniels, Alexander Great and more!

"The liveliest lineup of magic acts this side of Las Vegas!" – *The Los Angeles Times*

[It's Magic!](#) will be appearing at the Lobero Theatre on March 23 for two performances. Tickets are on sale now at the Lobero Theatre Box Office, [Lobero.org](http://Lobero.org), or by calling 805.963.0761. Tickets are \$20 for children, and \$29 section B/ \$35 section A for adults, with a limited number of VIP tickets available at \$80. All prices include facility fee. VIP tickets include priority seating, and entry to a private reception before the 2 PM performance.

*Get your tickets today, before they disappear...*

#### About *It's Magic!*

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 first, the shows played for a very limited time only, but as the number of fans grew, the number of performances was expanded. This gave Larsen the idea of forming a full-time private club for magicians and magic enthusiasts, and thus was born the [Magic Castle](#), a private club for magicians and magical enthusiasts that opened its doors in 1963. Terry Hill, a longtime Magic Castle member, made the point that although magicians could be

seen throughout the year at the Castle, the public rarely had a chance to see these great performers. Also, the Castle had stage limitations and was restricted to audiences over twenty-one years of age. There was a real need for an exciting full evening family-friendly show like *It's Magic!*

### **Victor & Diamond**

Always fresh, and always different Victor & Diamond are two of the brightest stars of magic today. This award winning team has brought their dynamic show around the world, using seductive background of primarily jazz music to enhance their flawlessly orchestrated illusions. Victor & Diamond was voted the best act for television by NHK the Japanese Broadcasting Association. They have shared the spotlight with many stars, and performers at the prestigious Magic Castle in Hollywood. Victor & Diamond are truly a team, contributing equally to their success. Victor a master illusionist is so well respected that he is asked to not only perform at magic conventions, he is also asked to teach his craft in lectures. Diamond, the other half of the team, is considered to be one of the finest assistants in the industry.

### **Illusionist Ray Pierce**

Ray Pierce has come a long way from the rehearsal halls of Dallas/ Ft.Worth to the entertainment capitals of the world. In addition to his accomplishments as a Magician & Illusionist, Ray is also a very experienced Producer, Director, Choreographer, Musical Arranger and designer of Night Club & Theater Installations around the country. His remarkable degree of originality combined with refreshing exuberance made Ray Pierce a sought-after performer in night clubs he was legally too young to enter. Ray quickly became one of the top performers at Hollywood's Magic Castle establishing him as a unique stylist and a major force in magic. He went on to produce, direct, and star in tours taking him around the world including Canada, China, and Russia. Now he divides his time between performing for corporate events internationally and working as a creative consultant for major corporations such as Walt Disney Entertainment and Caesars Palace.

### **Dana Daniels**

Dana Daniels' unique twist on the world of magic is what separates him from other magicians and separates Luigi from other poultry. With Dana as the comedian and Luigi as the straight bird, the duo performs off-the-wall magic blended with rapid-fire comedy. They are in high demand from large corporations, major cruise lines including Princess and Holland American. He's a favorite at famous clubs like the Improv, Wizards and the Magic Castle. Dana has also starred in revue shows like *Sugar Babies* and *Spellbound* in Las Vegas and Atlantic City. You may have seen him on T.V. shows such as *Evening at the Improv*, *The Leeza show* the *Golden Girls*, and *News Radio*.

### **Alexander Great**

Whether performing on stage or network television, the award winning talents of Alexander are amazingly irresistible to any audience. Alexander began his career at the young age of 16. While pursuing a degree in marketing, he presented a 20 minute illusion show for Six Flags Magic Mountain, where he performed weekends. In short order he toured Australia and New Zealand and earned the International Magic Award for Best Junior Magician. Thanks to his unique ability to perform in both Japanese and Spanish, Alexander took his breathtaking illusions abroad.

Not satisfied with typical 'stand-up' magic, Alexander's 'Experience The Illusion' show comes complete with props, costumes and assistants. Princess Cruises continues to feature it on many of their Grand Class ships. Alexander has received rave ratings and standing ovations from passengers for these performances. Alexander continues to perform all over the world, entertaining at corporate events and performing his illusion show in casino showrooms like The Orleans in Las Vegas and luxury cruise ships. He is currently working on a television special and is constantly pushing the creative envelope.

Tickets for [\*It's Magic!\*](#) are available now at [Lobero.org](http://Lobero.org), and at the Lobero Theatre Box Office by calling 805.963.0761. Tickets are \$20 for children, and \$29 section B/ \$35 section A for adults, with a limited number of VIP tickets available at \$80. All prices include facility fee. VIP tickets include priority seating, and entry to a pre-performance private reception before the show (2 PM performance only).

# # #

*Lobero LIVE and Lobero Youth & Community programs are sponsored by the Santa Barbara County Arts Commission, the Santa Barbara Independent, The Lobero Theatre Associates, and the Elaine F. Stepanek Foundation.*

**Calendar Editors, please note:  
Saturday, March 23 at 2 & 6:30 PM  
Lobero Theatre**

Lobero LIVE presents

***It's Magic!***

Pull your kids eyes from the screen to the stage with a show that dazzles and delights. *It's Magic!* features an exciting new lineup of top magicians representing Hollywood's Magic Castle and stages from across the world performing incredible feats of sleight-of-hand and mind-boggling illusions.

Tickets for *It's Magic!* start at \$20/Children, \$29-\$35/Adults & a limited number of VIP tickets available for \$80. *Prices include facility fee.* <https://www.lobero.org/events/its-magic-2019/>

www.lobero.org, Lobero Box Office 805.963.0761, 33 East Canon Perdido Street, Santa Barbara, CA 93101