



## For Immediate Release

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**Tickets:** Lobero Box Office  
805.963.0761 or [lobero.com](http://lobero.com)

### ***It's Magic!* Returns to the Lobero to dazzle another year**

- **March 18, 2012 at 2 p.m. & 6:30 p.m.**
- **America's longest-running magic revue**
- **New lineup sure to amaze audiences of all ages**
- **Variety of magical arts from sleight-of-hand to big-stage acts**

**Santa Barbara, CA, January 31, 2012–** [Lobero LIVE](http://lobero.com) is proud to present ***It's Magic!*** America's longest-running magic revue returns to the Lobero on Sunday, March 18 to dazzle audiences with an all-new lineup of top illusionists direct from exotic showrooms and Hollywood's famous Magic Castle. You won't believe your eyes as top magicians perform incredible feats from jaw-dropping sleight of hand and off-beat comedic magic to mind-boggling full stage illusions. Each act is carefully selected to represent the variety, subtlety and art of magic. This one-of-a-kind magic show that has been delighting magic fans for more than five decades, and is an eagerly-awaited treat for many families in Santa Barbara. This year's lineup includes [Murray Hatfield & Teresa](#), [Michael Grandinetti](#), [Victor & Diamond](#), [Pop Haydn](#), [Jason Andrews](#), [Rob Watkins](#) and more!

**"The liveliest lineup of magic acts this side of Las Vegas ... It's a must for magic buffs of all ages!" — *The L.A. Times***

**Continue this fun and exciting tradition on March 18 at the Lobero Theatre. Tickets on-sale now at [Lobero.com](http://lobero.com), or by calling the Lobero Box Office.**

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

Milt Larsen first produced *It's Magic!* in 1965, and since its inception, Southern California audiences have been treated to such legendary magicians as Harry Blackstone (senior and junior), John Calvert, Senor Wences, Richiardi, Chang, Mark Wilson, Frakson, Tenkai and Dai Vernon. The show also provided the springboard for newcomers like Lance Burton, Mark Kalin, Shimada, The Pendragons and Harry

Anderson, all of whom have since become stars.

With the success of *It's Magic!* in the yearly fall presentation at the Alex Theater, Larsen and theatrical producer Terry Hill expanded into other theater venues and now produce annual *It's Magic!* shows around the country in such cities as Honolulu, Phoenix, San Diego, Santa Barbara, Palm Springs, Malibu, Seattle, Hollywood and many others. These shows usually feature magicians who have appeared on *It's Magic!* shows over the years and who are well known as performers in Las Vegas and at showrooms across the globe. Each year, new venues are added as the popularity of *It's Magic!* grows and the tradition continues.

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Tickets for *It's Magic!* are available now at [www.lobero.com](http://www.lobero.com), and at the [Lobero Theatre Box Office](#), 805.963.0761. Tickets are \$18 (children), \$27, \$33 with a limited number of patron tickets available at \$78. All prices include facility fee. All patron tickets include priority seating, pre-performance private reception, recognition in the event program, and a tax-deductible gift to the Lobero Theatre.

Lobero LIVE is sponsored by the Santa Barbara County Arts Commission, the *Santa Barbara Independent*, Noozhawk.com, KCSB 91.9 FM, ParentClick.com, Venoco Inc., Santa Barbara Bowl Foundation Education Outreach Committee, Santa Barbara Bank & Trust, Montecito Bank & Trust, and the Raintree Foundation. Funded in part by the Events and Festivals Program using funds provided by the City of Santa Barbara in partnership with the Santa Barbara County Arts Commission.

**Calendar Editors, please note:  
Sunday, March 18, 2012 at 2 p.m. & 6:30 p.m.  
Lobero Theatre**

*Lobero Live presents*

***It's Magic!***

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.

“The liveliest lineup of magic acts this side of Las Vegas ... It's a must for magic buffs of all ages!” — *The L.A. Times*

Tickets for *It's Magic!* are \$27 and \$33 for adults and \$18 for children. Limited number of Patron tickets available at \$78. [www.lobero.com](http://www.lobero.com), Lobero Box Office (805) 963-0761, 33 East Canon Perdido Street, Santa Barbara, CA 93101