

DAVID SEEBACH'S BACKSTAGE

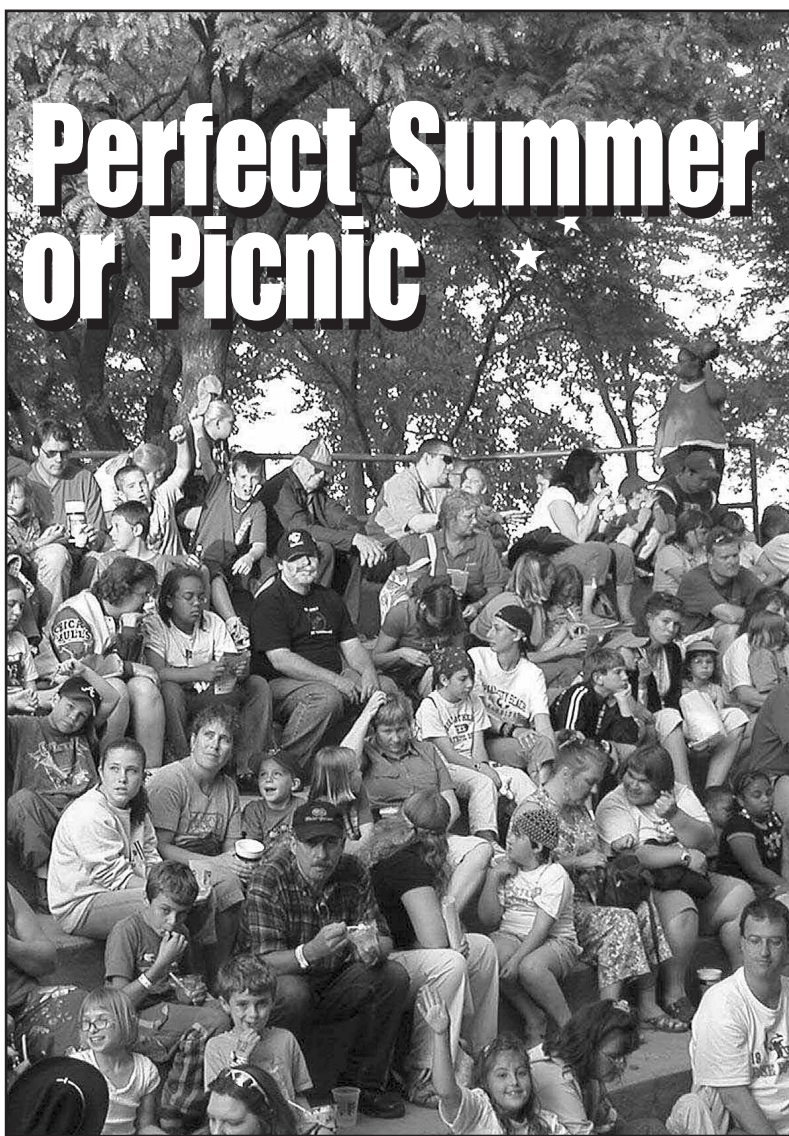
2007 SUMMER EDITION

Plan a Party

Perfect Summer or Picnic

Here's
your
Guide
with
all the
Magical
Ingredients

The all-ages crowd
arrives early for David
Seebach's nightly
performances at
Summerfest.



"David Seebach's
WONDERS OF MAGIC
is simply amazing!"

FEATURING
MAGIC
you can do

**A VERY
UNFAIR BET**

Keeping
Current with

**WONDERS
of MAGIC**
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Make your Summer Shindig Don't Forget the Magic!

Everyone knows that summer get-togethers require plenty of grilled foods, a supply of cold beverages, a volleyball net or baseball diamond, but what makes the party memorable after the fact?

It's really simple: You need a shared experience that adults and children can enjoy that will be remembered after the tastes of hamburgers, hot dogs and soda or beer have faded.

The award-winning David Seebach's "Wonders of Magic" can do that for you in a big way. Up to sixty percent of people at company functions have no interest in music from a band or DJ. And, clowns appeal to a very narrow age group and can be quite frightening to lots of children.

Magic, however, uniquely appeals to youngsters and adults and offers the opportunity of that all-important shared experience. Weeks after the performance people will still talk about that surprising moment or that hilarious incident with a spectator from the crowd.

Having presented shows for picnics and parties for about forty years, David Seebach has seen how this all works again and again.

"My show is often offered as an activity for right after the picnic lunch,"

Seebach explained. "Organizers think it's something that's 'just for the kids' but are then amazed to see that the adults flock to it, too."

How Does He Do it?

Seebach has many secrets, but there's no mystery to this success. "The trick is to present a performance that is appropriate for children, but not geared to them."

He's right. Anything that appears truly juvenile will alienate older children and almost all the adults.

"I've worked for these 'mixed' crowds my entire career," he went on. "In the 1970s I appeared nightly, every summer, at Deer Park Lodge in northern Wisconsin. All the guests wound up their day by taking in my show. I had to appeal to youngsters, but I



could not neglect the adults who were there buying drinks that supported the entertainment. Then, in 1980, I began at Milwaukee's Summerfest where I've become one of the longest running regular attractions. My nightly audience, on the Children's Stage, is not exclusively juvenile. In fact, I'd say that older teens and adults outnumber the children."

Not every client wants—or needs—the same show, however. If you're planning a backyard party for families and/or neighbors, Seebach's Junior Showman program might be just right. You'll enjoy 30-40 minutes of magic, comedy and audience participation for a very modest fee (well under \$500).



Memorable

A corporation that is entertaining its employees and their families might attract hundreds of people and need a larger stage show. David Seebach offers productions with spectacular, large illusions and a complete stereo PA system so everyone hears every clever word of patter and all the effective musical cues and jokes that are incorporated into these larger presentations.

But, large or small, the magic is always presented in the professional manner for which Seebach is renowned. You'll laugh as the eager children who volunteer join the magician onstage in a variety of side-splittingly funny situations.

This is affordable entertainment that is first class from start to finish. You'll find more information online at:

www.davidseebach.com

or by calling our office at

262/252-3333.



Is assistant Victoria a witch? She's tied at the stake before affecting a magical escape.

NEWS FLASH!

DAVID SEEBACH AT NEW MARCUS MAJESTIC!

The Marcus Corporation opened its new, elaborate Majestic Theater in May in Waukesha (WI). It's a huge cinema complex with multiple screens, but its crown jewel is the ultra-glamorous AT&T Palladium Theater for premium movies and live performances.

David Seebach's "Wonders of Magic" will appear on Saturday and Sunday, August 11th and 12th at 2:00 pm special family matinees. You'll enjoy plush surroundings that will make you think you're at one of Las Vegas' finest showrooms. The AT&T Palladium features at-your-seat food and beverage service with a menu that goes far beyond popcorn and soda. You've never had a theater experience quite like this.

But, best of all, David Seebach is preparing a special attraction for the families who will visit this latest performing arts venue in the Milwaukee area. The seating is luxurious and you can get up close to all the mystery and surprises.

Call 414/905-1934 to reserve tickets for this great combination of food, fun and fooling!

A Return to...

POLISH FEST



Milwaukee's Polish Fest has asked David Seebach to return to their first-of-the-summer festival on Friday, June 22nd at 7:00 pm and Saturday, June 23rd at 8:00 pm. His last appearances were small shows at the event over twenty years ago. But, he returns in 2007 with his full summer production and much bigger magic. Come for the delicious food, the wonderful music and – now – for Seebach's wonderful magic, too! Polish Fest is held on Milwaukee's lakefront Summerfest grounds June 22-24. You can find more information at www.polishfest.org.



Puppets can be magical, too. Four girls at summer camp learn how firsthand.

A VERY UNFAIR BET

Ss-sh,

it's a secret. Here's a mathematical ruse that a con man could use to swindle profits from unsuspecting bettors. You'll need three pieces of paper or, better yet, small cards. Color or paint them as follows: Leave one white (blank) on both sides. Make one black on both sides. The final card must be black on one side and white on the other.

The spectator freely selects one and it's held so only one side can be seen by anyone. We'll suppose that surface is white. You say, "Obviously, you did not choose the black-on-both-sides card. The other side could be white or it could

be black. I'll bet even money the other side is white." Does it sound fair? Well, it isn't. The probability, in fact, is only 1/3 that the other side is black.

The visible side could be the white side of the black-and-white card or either side of the white/white card. So, in two out of three equally possible scenarios, the white/white card is in his hand and so the odds are twice as great that the unseen side is white.

Amazing, isn't it? Now, whether you use this forbidden knowledge to pay for drinks or teach math is up to you, but, remember, it's a secret.

MAGIC YOU can do!

(Ss-sh remember it's a secret)



SUMMERFEST 40/28

2007 marks the 40th annual Summerfest on Milwaukee's lakefront and it's the 28th consecutive year that David Seebach's "Wonders of Magic" has been a nightly attraction. And, as he has for each Summerfest edition of his show, Seebach will unveil some brand new mysteries and surprises for his audience. A few favorites will return, but the emphasis, as always, will be on the new, premiere material. You'll find David Seebach on the Children's Stage each and every night with one or two performances. Fifteen shows are scheduled; Sunday through Thursday at 8:00 pm and Fridays and Saturdays at 7:30 and 9:00 pm. For additional information, please go to www.summerfest.com.

WONDERS OF MAGIC

UP TO DATE NEWS

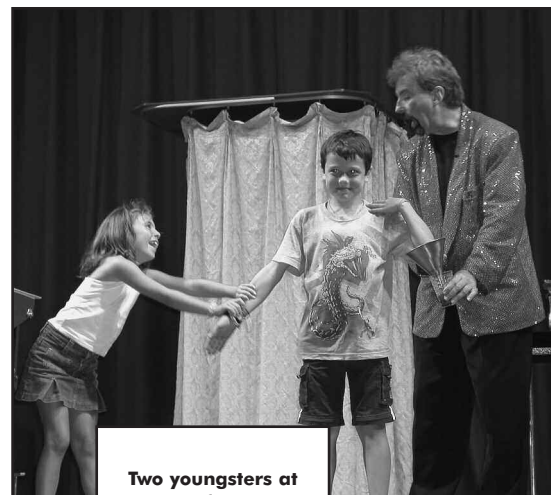
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David Seebach's **WONDERS of MAGIC** is a member of the Greater Milwaukee Convention and Visitors Bureau

- Who do you call when planning a gala fundraiser and want some eerie tendrils of fog to creep out and cover the stage before your host is introduced? Or, how do you create safe, indoor flashes and sparkles when announcing how much money was raised? **Jahna Juedes** of the **Make-A-Wish Foundation** asked David Seebach to do that and provide close-up magic during their dinner in March at Milwaukee's Hyatt Hotel.
- Youngsters attending a day camp at Illinois' **Joseph Sears School** in Kenilworth will again be entertained by David Seebach on June 20th. It's his second appearance for the group. Two performances were requested and were arranged by Lake Geneva's **Class Act Agency**.
- Marilyn Mueller** attended the aforementioned Make-A-Wish Foundation dinner in March and heard all her dining tablemates raving about the magic they witnessed before the meal during cocktails. David Seebach was presenting his unique close-up magic for guests. Her firm, **Mueller Graphic Supply**, was planning its 25th anniversary open house for July 12th and she thought David would be a great addition for her guests. He'll spend three hours at the affair working his wonders.
- Are little children the only ones who have birthday parties and invite a magician to perform for their guests? Absolutely not. **Marcia Schultz** will celebrate her 70th birthday on August 25th at the Northshore Post on Milwaukee's north side. She's invited just over fifty people to her party and David Seebach to entertain them all.
- Many people wrongly assume that David Seebach does not appear at private house parties for children, but he often does. He has a special show for birthday parties that is streamlined so it can be presented anywhere. Mom and Dad can relax and laugh along with all the partygoers as David captivates them with routines that are specially selected just for their age group. Why consider any other option when you can have David Seebach entertain your children at such an affordable cost? Call us at **262/252-3333** to confirm a birthday party appearance.
- It's time to enjoy the lazy days of summer, but it's also time to think ahead and plan your 2007 holiday party now. Take a tip from **Tranette Bowser**, of the **NAPA Distribution Center**, who already has booked the "Wonders of Magic" Nightclub show for their party on January 12th in 2008 at Milwaukee's Bavarian Inn. David, and one of his lovely assistants, will perform after dinner and present more than an hour of popular, audience pleasing effects. This exciting program begins with the lovely assistant suspended in mid-air!

December and January dates disappear quickly so avoid disappointment and arrange professional entertainment now for your event that your guests will long remember.

- You can always find interesting information at our website (www.davidseebach.com) and we're happy to answer your telephone inquiries at **262/252-3333**.



Two youngsters at Summerfest assist Seebach onstage.