

Jeff McBride, named Magician of the Year by The Magic Castle in Los Angeles, is recognized as a foremost innovator in contemporary magic. New York Times columnist Glenn Collins writes, "What Mr. McBride gives his audiences is a mesmerizing performance...a magic show that is at once a celebration of mystery and a struggle to understand powerful forces."

McBride most recently headlined at Caesars Magical Empire in Las Vegas, where he was voted critics' choice as Best Magician in Las Vegas in the Review-Journal annual poll. He is featured on the PAX TV series, "Masters of Illusion." Earlier this year, McBride previewed his new theatrical show, *The Forbidden Secret of Magic* with Eugene Burger and Abbi Spinner at Magicopolis magic theatre in Los Angeles, and presented his new grand illusion spectacular, *Jeff McBride - Abracadazzle!*, to standing ovations at the Claridge in Atlantic City.

On television, McBride's spectacular "Burned Alive!" escape highlighted the ABC TV special "Champions of Magic." He is also featured on the current PBS documentary, "The Art of Magic," and on all three episodes of "The Mysteries of Magic" on The Learning Channel. His show *McBride - Magic!* was the featured attraction at the Monte Carlo Festival of Magic. This followed a featured appearance on "World's Greatest Magicians" for NBC. Earlier that season McBride guest starred on TV's *Star Trek: Deep Space Nine* as Joran, a role created especially for him.

McBride's signature fusion of mask, myth, drama and illusion reflects his lifelong study of magic's multi-cultural roots. His first full-evening show, *Mask, Myth & Magic*, won acclaim Off-Broadway and on national tour, as well as at arts festivals in Barcelona (for the 1992 Olympics), London, Hong Kong, China, and Bangkok. Prior to going solo, McBride was the opening act of choice for Tina Turner, Diana Ross, and other top stars. He has been profiled in Elle Magazine, Town & Country, Harpers and dozens of other publications worldwide.

In addition to his work as a performer, McBride is a much sought-after lecturer and workshop leader for such diverse groups as The Smithsonian, The Disney Institute, the International Brotherhood of Magicians, the Center for Symbolic Studies and others. McBride is founder of The Mystery School, a unique experiential retreat for magicians (and subject of an acclaimed 1994 CBC-TV documentary hosted by Arthur Kent), and creator and co-founder of the WorldMagics™ Festivals, multi-cultural celebrations of the environment, or "enviro-magic." His video-taped series teaching "The Art of Card Manipulation" is among the best selling magic teaching videos of all time. With Eugene Burger, he has created and teaches regular sessions of "McBride's Master Class" at his home studio in Las Vegas, as well as semi-annual retreats for the further exploration of the magical arts.