

Melinda's Career Skyrocketing To New Heights No Illusion

As an insider in the Melinda: "First Lady of Magic" camp I'm not surprised but profoundly pleased at the direction her career is heading.

The current edition of Travel Holiday magazine (October of 1994) calls Melinda "the best known magician in Las Vegas." No small compliment coming from the most respected and prestigious travel magazine in the world. A full-page photo of Melinda with one of her beautiful doves was included.

What's new? Melinda will perform for an audience of 10,000 Halloween night at Disney World on the main stage of Pleasure Island in Orlando, FL. She will be featured on the NBC prime time special filmed at Caesars Palace, "The World's Greatest Magic" to be aired November 26th. Melinda will be on an upcoming segment of "Lifestyles of Magicians," a Robin Leach production featuring the elite of the magic world. It's scheduled to air during the first week of December. Premiere Magazine (the Rolling Stone

of the movie scene) will feature a story and photo on her connection to the upcoming film "Casino." The world's greatest country singer, uhl Well, actually WWF star George Jarrett did a Las Vegas segment with Melinda which will air near the end of the year on WWF Monday Night Raw. There's rarely a night that goes by when a media event doesn't occur in the Lady Luck showroom with Melinda.

As she meets and greets her VIP showgoers at the end of each performance it's obvious she has reached the highest level of show business perfection. More and more I'm hearing, "Your show is the most entertaining in town and we just saw 'Siegfried & Roy' or 'David Copperfield.'" Melinda considers this the highest of compliments because of what those illusionists have achieved as entertainers.

Since the town's always buzzing with rumors about Melinda, here's the latest scoop on Melinda and the new mystery man, who has just completed his first six months as her new manager.

Her new manager Steve



Zadrack came aboard six months ago and has put in 18-to-20-hour days, seven days a week. For those with enquiring minds, they have joined forces on the personal front too. Melinda as president, producer and star of Worldwide Magic Inc. said, "He is taking me as he promised to the next level and sometimes a lot quicker than I ever imagined. We have worked at an exhausting pace and will continue to do so in order to grow as an entertainment entity. I love my chosen craft and all of the wonderful people that I

get to meet."

Zadrack is credited by the industry as the driving force behind supermodel and ex-wife Shana Zadrack, who was the Guess Jeans girl and modeled for Calvin Klein's Escape perfume campaign. Zadrack's companies include Media Corp. and Z-TV Entertainment. These corporations have had more than their share of successes. Media Corp. managed to assemble Tradewell and Lowe and partners (a division of IPG, the largest ad agency in the world placing over \$1 billion in media annually -- yes, larger than Leo Burnett even). Its client Citibank International, headquartered in the Big Apple, participated in the first repossessed land for media trade in banking history. This total transaction involved upwards of a value of \$20 million in media and real estate. Zadrack then arranged for the sale of Z-TV to MPTV, a publicly traded company that owns various resort properties in Hawaii, Palm Springs and Las Vegas. He is to receive an undisclosed amount of capitalized cash and stock in

the parent company.

Zadrack commented on Melinda's recent successes, "We worked against unbelievable odds and some very bizarre circumstances at times and put into action Melinda's "Dream Team's." With extremely hard work and long hours she has achieved what was rightly hers in the Las Vegas entertainment business community after working so hard as the star of her own production show for nine years. She also credits and pays much adulation to the Lady Luck Casino-Hotel and owner Andy Thompkins."

The next stop for Melinda is a long-term multi-million-dollar international television, print, publishing and performing deal which is in its final stages with some of the most celebrated behind-the-scenes names in the entertainment business who are all positioned to make Melinda the best known magician in the world. Melinda and her "Dream Team's" goal is to not only create a role model for others but to be an international name who will be synony-

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Wayne Bernath

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mous with family entertainment.

There's one thing for sure! Melinda and her new manager along with her "Dream Team" are working at a whirling dervish pace to make her dreams come true, and they will!

Short Shots: Rolling Stones concert has town sold-out for this weekend. The fabulous Kenny G is coming to the Aladdin Theatre for the Performing Arts. Last time he was supposed to play T&M he canceled, but his first performance in Vegas was at the Aladdin, and he did well. David Crosby's group had to

cancel due to his need for a new liver. Aerosmith is another big upcoming concert. Mega-shows is a whole new venue for Las Vegas and makes us a destination resort. It was only several years ago that the LV business climate and emographics couldn't sustain big concerts and the promoters

would shy away from Las Vegas after taking a few five-digit-figure losses for one-nighters. Tourism is 25 percent up in Las Vegas, while Orlando is 17 percent down. Much more is on the horizon for growth in Las Vegas. It's truly a dynamic electrifying town to live and work. It's Almost Showtime!