

Melinda, First Lady of Magic

Dreams:

Melinda First Lady of Magic, after a decade of performing her own show in Las Vegas, marks the next step in her ascension to the level of Superstar when she opens April 4, 1996, at Caesars Tahoe for an eight-week run. Following her run at Caesars Tahoe, Melinda opens at the Trump Taj Mahal in Atlantic City on June 9, 1996, during the prestigious summer season.

Melinda's all new show **Dreams: An Evening of Wonders**, features Melinda's newest illusion *Winged Horse Vanish*, where Melinda causes her winged dancing horse to instantly disappear. Caesars and Trump Taj Mahal audiences will also be treated to Melinda's spellbinding illusion *The Drill: The Ultimate Nightmare*, which premiered in November, 1995, on NBC's *World's Greatest Magic II*; *The Fireflies*, a touching reminiscence by Melinda of her summer childhood days; and the *Unbearable Lightness of Childhood*, in which Melinda and a child from the audience float to heights of twenty feet.

Slated to be introduced midway through the Tahoe run are Melinda's newest illusions *The Jet Appearance*, in which Melinda causes a piloted jet with engines whining to appear on-stage, and *Car Vanish at 100 MPH*, where a

an Evening of Wonders

The Drill of Death. Magicians are merchants of dreams, but often, dreams can turn into nightmares. In this unique illusion, performed by no one else, Melinda faces a giant industrial drill aimed right at her chest. Will she escape in time? Don't be too sure. This may be the most terrifying illusion in magic today.

sportscar vanishes at 100 miles per hour live on stage. With a surprise ending, audience members are sure to be on the edge of their seats for this one. The Caesars and Trump Taj Mahal shows promise to offer Melinda as you've never seen her before in the most glamorous magic show on earth.

Melinda recently completed a management and booking deal with Eliot Weisman of Premier Artists Services, who over the last 22 years has managed and booked such superstars as Frank Sinatra, Julio Iglesias, Liza Minnelli, Don Rickles, and Steve and Eydie among others. In unison with television icon Dick Clark's Production company, Melinda's primetime US television special is being presented to the top four US networks for a 1996 airing commitment. Also in development

is a one hour Melinda-themed live action series for 1997 which is being considered by Saban Entertainment and Active Entertainment, as well as several others.

A primary force behind this onslaught of recognition and achievement is Stephen Zadrick, entrepreneur and Executive Producer of Worldwide Magic, who has achieved the much needed expansion money commitment by negotiating and closing an agreement whereby Worldwide Magic became a wholly owned subsidiary of Universal Marketing and Entertainment, a publicly traded company listed on the NASDAQ Bulletin Board (symbol "UMEI"). Through UMEI, the public has had the opportunity to invest in Melinda's on-going live touring and television special as

well as other aspects of her business affairs and development.

"We have assembled Melinda's Magic Dream Team, the finest professionals in the magic and entertainment field today," says Stephen Zadrack. The industry has credited Zadrack as being the visionary and catalyst behind this amazing transformation of Melinda's career. Zadrack, who is the executive producer of Melinda's stage shows and foreign television special, added that, "over the course of the last year and a half we have enlisted such luminaries as writer/producer Gary Ouellet, Emmy Award-winning director/editor Alan Carter and set designer Bruce Ryan. We have enlisted the talents of the world's top illusion inventors and builders David Mendoza, André Kole and Don Wayne. To be able to work with such consummate professionals has truly been an amazing and rewarding process."

Melinda, along with other high-profile conjurers including David Copperfield and Vegas super-duo Siegfried & Roy, is proving that magic is a viable force in the world of entertainment business, creating



a multi-million dollar, world-wide industry based on the entertaining art of illusion.

"In conjunction with these and other members of Magic's Dream Team, we have positioned Melinda

to be the next Superstar Entertainer" says Zadrack. "We were weighing various expansion opportunities and decided our best offer for the necessary financing to take Melinda to the next level was with the public entity UMEI. Since the signing of our agreement with UMEI, we have gone full-throttle in delivering our all-new television oriented touring show, featuring all original magic and illusions." Zadrack allows as how this Dream Team and its twenty-four month program has provided Melinda with heretofore unheard of opportunities both domestically and internationally.

As Melinda's popularity and recognition continue to increase, the accolades and awards stream in. Her recent induction into the **Movie and Magic Hall of Fame**, where she is the only female inductee, and her recognition as "**Outstanding Magician of the Year**" are but a few of Melinda's most recent honors. **USA Today** has ranked Melinda as one of the top three magicians in the world and **Travel Holiday** says "Melinda is the Best Known Magician in Vegas" and is regarded as the leading female magician in the profession.

Melinda's entry into the realm of magic-based television specials couldn't come at a more opportune time. Gary Ouellet, accomplished author and producer of the magic arts, is known as the most influential man in magic today. Ouellet says of Melinda, "She has that rarest of talents — Star quality".

Melinda's first prime-time international television special will have its debut airing during the Spring of 1996 on Italy's foremost television network, Berlusconi's Canal 5. The two-hour Italian airing will be followed by a one-hour German prime time airing on ZDF, one of Germany's top networks. With distribution by New York based Fox Lorber, the special is slated to air during 1996 in China, Finland, Korea, Romania, Sweden, Norway, Denmark and Taiwan. Richard Lorber, CEO of Fox Lorber, said of Melinda's foreign

special "Our international network buyers love this show. They've told me the only thing more enjoyable than the show's magic disappearances is the charm of Melinda's *appearances* on stage. Melinda is as popular with the audiences around the world as she is with the nightly crowds she draws to her show in the States."

With a public and civic presence that continues to grow, Melinda is being recognized more and more by leaders in business and politics. In September 1995, Melinda received the Key to the City of Las Vegas and a proclamation from Las Vegas Mayor Jan Jones, commending Melinda for her decade of contributions to the commerce of Las Vegas, and September 28, 1995 was declared to be "Melinda First Lady of Magic Day" in the city.

In the United States, Melinda remains in sharp public focus, with appearances on "The Today Show" with Katy Couric, "The Tonight Show" with Jay Leno, The "Mike and Maty Show," and America's Talking Network, to name a few.

With all of this in mind, the appeal of Melinda and of the Art of Magic, is obvious — to fans and the business community alike. *Forbes* magazine recently declared David Copperfield to be the sixth highest grossing entertainer with \$81 million, a figure which surpasses even Madonna and Michael Jackson, and ranked Siegfried & Roy eighteenth with \$40 million. Las Vegas magician Lance Burton has just signed a thirteen year, \$100 million dollar exclusive contract with the new Vegas casino/ Hotel The Monte Carlo.

"To watch Melinda grow and become such a dynamic entertainer demonstrates what a person can do if they really believe," added Zadrack. When asked about Melinda's upcoming performances in Tahoe and Atlantic City, Zadrack stated that, "Given the opportunity, Melinda's beauty and her charm have the ability to touch one's heart and enrich one's soul." ❁

By T.C. Ryder