

Magic Moments 09

The national day of magic



Jay Fortune – raised £1200 for Multiple Sclerosis Resource Centre

And so it befell. On Saturday 3rd October 2009 those small few gathered to arrange their 2nd Magic Moments Day. Their aim; to create a National Day of Magic, where magicians across the UK would give up their precious time to perform for those less fortunate. And indeed they did. For the second annual Magic Moments Day, performers raised smiles and funds for worthwhile causes. We asked one of the pioneers of this magic initiative, Jay Fortune, to sum up the idea behind Magic Moments and just what it's all about. We gave him a generous 90 seconds...

Well, Magic Moments is what we bring to people when we perform a trick. A moment of magic. **[85 seconds]** So we – myself, Richard Leigh, Matthew Herd and Jen Allen – try to convince magicians to give a show for free, at the same time raising funds for any cause they wish. We've had performers raise money for cancer charities, as they themselves have been personally affected, for hospitals, schools and much, much more. We're not a charity, just a fun fundraising initiative. We'd love to expand the day internationally, and are working towards doing this. Our facebook webpage **[70 seconds]** is growing with new fans being added everyday, and we want to encourage more performers to stage something special just once a year, or even throughout the year, giving us the total of their fundraising on each annual day of magic **[55 seconds]** Our next Magic Moments Day is set for Saturday 2nd October 2010 and we'd especially like to hear



Richard Leigh – Momentum Magic Show – raised £1469 for MOMENTUM

from like-minded magicians who can help spread the word, or help in anyway with our objectives; namely to raise the profile of magic and lots of cash for charity. This year we've so far totalled over £7,000 with 100% going to the various charities involved. We've had tremendous support so far from our friends in magic, such as MagicWeek, Marvin's Magic and **[5 seconds]** ...How long? **[5 seconds]** Oh, right, well I was going to talk about your mag and how it's supported us. **[Were you? OK, 25 seconds...]** Yeah, so **magicseen** has also covered our days to date and we'd like to speak with you about an upfront donation of £20K to expand the Magic Moments venture and put on shows around the world on a specific day each year. What do you say guys?

[Sorry, time's up] To find out more about magic moments, email magicmoments@live.co.uk or visit www.jayfortune.co.uk and hit the Magic Moments Man – he's blue and has stars over his head. **ms**



Oliver Tabor



Benson



Momentum