

**Spring is about to be SPRUNG...
and soon the end of another school year
will be upon us. A great way to end the
year is to celebrate SUCCESS!!**



Dear Principal/Parent Group Rep.,

My name is Brian Richards and I am the author of the book "Igniting Your Potential". The inspiration for that book is a wonderful assembly program I share in elementary schools called, "DARE to be YOU!". A character development program that instills confidence in young people. I know the end of the year will be here soon and it's always fun to end the year with a big SPRING social event. Dare to Be YOU has it all, humor, MAGIC, tons of audience participation and a great message!! Here is a brief description of what is in my program, "DARE to be YOU!" - 3 important messages:

- Outside appearances are deceptive (all that matters is what's on the inside).*
- Great goals bring great RESULTS!*
- You must BELIEVE to ACHIEVE!*

***We talk about the importance of focus and concentrated effort. A child is invited to demonstrate the power of their focus. They select a card from a deck of cards. They are then asked to concentrate on the card and make it rise out of the deck. To their surprise and the whole audience every card shoots out...talk about over achieving!!**

***We talk about never giving up and realizing your dream. At this point in the show I share the inspirational story of Olympic winner Wilma Rudolph!! I then share what inspired me to become a magician with the first trick I saw in school when I was in second grade.**

I always use magic words or phrases in my programs, for this program we use any or all of the following: I Believe In ME, With the right attitude...you'll reach higher altitudes, GO FOR IT!

To conclude our program I share my self esteem wand. I invite a child up and explain that by waving the wand over their head it will change one thing about them that they don't like. I do so and a very funny situation occurs. They are quick to note that they have not changed at all...I agree and say that's because they are PERFECT just the way they are!!

This program would be the perfect fit for any FAMILY NIGHT, SPRING SOCIAL or FUN School Event!

For more information about this program and how to cut cost with our early booking bonus, please feel free to contact me in any of the following ways:

Ph: **763-424-3487**
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Email: **magic@4aceproductions.com**

All My Best,

Brian Richards

*Happy clients share
their thoughts next page...*

Here's what others have said about Brian Richards school assemblies:

"Brian Richards is extremely entertaining. Students and staff at Monroe loved his humor along with his message! Thanks for sharing your time with us!" - **Jody Rittmiller, Monroe Elementary**

"I and the children enjoyed your show at HOPE Community Academy. I was impressed with the quality of the magic tricks and appreciated how you involved the audience in your show. I also liked the shows message of cooperation. Overall, your personality and talent made the show a success. It was great FUN! -**Barbara Bates, Hope Community Academy**

"Plymouth Creek Elementary school has a program called February Love to Read. Each year we have a kick-off. This year parents of the fourth and fifth graders decided to try Brian's Reading is Cool magic and motivational show. What a huge success!! It delighted both students and teachers. The message was received that reading is cool. We know this because everyone is still talking about it!! I highly recommend this program and hope to have Brian back to our school again and again. I'll also give his information to other schools in the Wayzata school district so they're aware of this wonderful program!" -**Carol Hamre, Plymouth Creek Elementary**

"Brian came during our I love to Read month activities. He did a great job on exciting the kids about magic and also reinforcing how important reading is. There was audience participation and good crowd control. The kids really enjoyed the show." -**Kristen Chryst, East Central School**

"Was very impressed with your ability to keep an immense number of children engaged, controlled, and vastly entertained." -**Judy Hughes, Eisenhower Elementary**

"Making good behavior choices got me into a magic show!" said a 3rd grader when I asked him what he remembered about Brian's conflict resolution show. Brian's energy and engaging content came to Edgewood Elementary in Brooklyn Park in spring of 2004. The "Magic of Cooperation" show was a reward for students in grades 1st through 6th who had made good behavior choices all year-long.

Brian was flexible with his time and with our limited funding to give our respectful students his reinforcing message that respect always wins and respect has some real magic of its own! Brian made a special effort to involve certain students in the audience who had made their own special effort to keep all of their "good choice" tickets throughout the school-year. Brian's visual recognition, I believe, showed the rest of the students that self-control and respect for others has some perks, like being an assistant to a magician!

When the show was over the students came away with many "how did he do that?" questions about the magic, but they also came away with a "real" message from Brian that winners solve problems respectfully!

Brian is very easy to work with, his cost is very reasonable and best yet, he connects to both staff and students in an entertaining, purposeful way. I highly recommend the "Magic Of Cooperation" with Brian Richards!"

-**Marilyn Miedaner, Edgewood Elementary**