

PRESS RELEASE

Magician Challenges Primary Students' Attitudes About Themselves and Their Environment

Habits are difficult to change. Habits make children eat crisps straight after a really good class discussion on healthy eating. Habits allow them to drop rubbish on the ground without a second thought as they leave a really stimulating lesson on recycling.

Habits also affect the way we see ourselves and the way we see the world. Even our self-esteem arises from and is maintained by habit.

Enter **Charlie the Magician** with his three educational and entertaining high-impact assembly programmes:

“Let’s Talk Rubbish!” – Sixty minutes of environmental information and fun that will have your students excited about protecting their environment. Rubbish CAN be entertaining! Suitable for Reception through KS2.

“H.E.L.P.” – Healthy Eating/Lifestyle Programme – Turning your students into healthy-eating super heroes and teaching them how to be happy are just a couple of highlights of this highly motivating and fun show. Suitable for Reception through KS2.

“The Magic Within!” – Thought-provoking while still maintaining a sense of fun, and designed just for KS2, this show is a bit more serious as Charlie challenges your students’ attitudes, beliefs and choices. They will walk away more motivated and excited about school than you have ever seen them before! Suitable for pupils aged 8 to 11.

“The success of all of my presentations is based on three key elements,” says Charlie. “First, when you combine entertainment with education, children are more receptive to ideas. Second, by making the programme interactive, children become involved in the learning

process, and third, using magic to illustrate specific points helps children remember the message.”

Children always take much more notice of school events that are different from the norm. Many people in their 20s and 30s can still remember specific days in their primary school lives because they were so exciting and so different from their everyday experiences. And when such a day occurs, that is when their habits can be changed.

Packed with moments that last in the memory for a lifetime, **“Let’s Talk Rubbish!”**, **“H.E.L.P.”** and **“The Magic Within!”** can provide the motivation for children to want to change their attitudes and beliefs about themselves and the environment for the better.

A few testimonials about the shows:

“Charlie involved all the children and the pace of the show was good. Throughout the rest of the day many teachers commented how good the show was and the children thought it was fantastic. Charlie’s message certainly got across to the children. We will definitely be using you again!” H. Greenwood, Lyndhurst Primary, Dukinfield, Manchester

“The shows you did with the children helped to give them an insight into caring for our world. I know...from talking to the children that they liked your show the best! Your magic show was educational, enjoyable and lots of fun. The children are all quoting, ‘Reduce, Re-use, Recycle!’” L. Craig, Richard Lee Primary, Coventry

“Charlie, your H.E.L.P. programme for the children today was fantastic. The message that you got over in a magical and humorous way had a real and immediate impact on the children and staff. The best educational programme coming into school that I can remember. So good that I have emailed a recommendation to every primary school in Lincolnshire.” M. Shore, St. Anne’s Primary, Grantham

“You’ve got our Healthy Eating Week off to a great start and the children are buzzing about eating good food. You were funny, magical and clever getting your message across. I saw the Y3/4 show and you pitched it just right, the serious side came through loud and clear. ...you held the attention of the children who were craning their necks to get a better view from the back. Thanks for coming; we can recommend you as a professional educational entertainer.” K. Cooper, Overdale Junior, Leicester

“...you used the magic to put across some serious messages about making the right choices. All children were involved and taking part, they loved all of it. A great show, all important messages for the children to think about. Enjoyed by all children and adults.” L. Coveney, Avondale Junior, Kettering

“Well balanced, interactive, good moral message! Great Magic! ... children love it! We like it all! Don’t change anything! Let’s have more!” C. Ward, Queen Eleanor Primary, Northants

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