

## Content Creation: Draft One

### HOME PAGE

**Engaging. Electric. Entertaining.**

X-Ray Magic provides modern tricks, illusions, and performances for children and adults of all ages. Whether for family, corporate, or formal events, this Toronto-based entertainer ensures that every show is exploding with action, amazement, and antics. This is more than an ancient art. It is the way to every man, woman, and child's heart. This is X-Ray, where **magic creates memories.**

**NOTE:** This highlighted paragraph is meant to be used solely for the Home Page.

### ABOUT X.RAY

*"Magic is a bridge for me to connect with my audience. I love sharing the joy and wonder of this ancient art and bringing laughter to every person I meet." – Ray Xu*

X-Ray is a stage name for Ray Xu, an award-winning magician based in Toronto. Some of his original magic effects have garnered many awards in magic competitions such as Toronto's Best Magician contest and Abbots Magic Get Together competition. His creativity and showmanship in magic has made him one of the most sought-after entertainers in the GTA.

Ray was introduced to magic as early as eight years old. He would have never imagined that his favourite childhood pastime would transpire into a passion and eventual profession years later.

After graduating from the University of Waterloo with a math degree, Ray decided to pursue his dream to become a professional magician. In 2008, Ray founded Sauga Magic, an entertainment company that provides magic shows for corporate events and private functions in Toronto.

Ray believes magic is an international language that transcends nationality, race, age, and gender. For this reason and more, he continues to provide moments and memories that his audiences are bound to never forget.

## SERVICES/SHOWS

### *Corporate and Adult*

#### **The Show**

An hour of mind-blowing entertainment combining sleight-of-hand magic, mind-reading mentalism, and theatrical showmanship that will guarantee to WOW an audience and lead guests onto an emotional rollercoaster ride that they will never forget!

Suitable for corporate events (such as business seminars, networking and charity events, etc.), holiday parties, weddings, and more.

**Please Note:** Show content is created with an adult audience in mind and is not appropriate for children.

### *Family*

#### **The Show**

45 minutes of jam-packed action featuring a live bunny and X.Ray's award-winning goldfish act. Equally entertaining for both children and adults, X.Ray's family show is clean and appropriate for children of all ages.

Suitable for family events, school BBQs, birthday parties, baptisms, and more.

**Please Note:** Audience members will have the opportunity to pet and photograph the bunny after the show. A guest of honour will also be able to keep the goldfish as a pet if he/she wishes.

## FAQ

**Note:** *These have been edited!*

*Do you only perform for adults?*

With years of experience and hundreds of shows under his belt, X.Ray has a large repertoire of magic that can be tailored not only for adult audiences, but also for children of all ages. He can customize a show to make it age-appropriate for any audience.

*What companies have you performed for?*

From Fortune 500 companies (McDonald's, Microsoft, eBay, etc.) to local businesses (Tim Hortons, 407etr, Canadian Tire, etc.), X.Ray has performed and entertained for business groups as small as 10 to employees of 500. His show is polished, clean, and professional.

References are available upon request.

*Where have you and can you perform?*

X-Ray has performed in conference rooms at Niagara Fall's Fallsview Casino, restaurants, banquet halls, festival stages, community centres, condo party rooms, and more. All of his shows are portable and self-contained with speakers. X-Ray can perform throughout the GTA. For locations outside the GTA, please email Ray directly.

#### *When should I book you?*

Booking will be on a first-come, first-served basis. There are clients that book as early as one year in advance, but you can always try to do so last minute as there may be cancellations. To avoid disappointment, please contact Ray as soon as possible.

#### *Why should I book you?*

X-Ray is a seasoned professional who knows how to work and entertain different people with charm, clean humour, and mind-blowing magic. His company, Sauga Magic, is an insured and registered business. The shows that he offers and the services he provides are guaranteed to satisfy audiences.

### **BLOG POSTS**

***Note: These have been edited!***

#### **Never Assume Anything**

A few days ago, a lady contacted me regarding the possibility of hiring me as a magician for her wedding in 2020. After we exchanged a few emails, she decided to go ahead with the booking. Then I sent her a routine confirmation form requesting all of the booking details such as venue location, names of the bride and groom, etc.

The next morning, she sent me all of the info as well as the following message: "FYI - Names of the Bride and Groom section should probably stipulate fiancée and fiancée as to deal with same sex marriages."

I felt extremely embarrassed and apologized to her profusely. Respecting LGBT rights is an integral part of who we are as Canadians. We need to keep this in mind and never assume anything.

Looking forward to performing magic for my first same-sex wedding gig in 2020!

#### **Value over Price**

A few days ago, a woman wanted to book me for a show, but she wanted to know why I charged more than the magician that she had hired in the past. Here was my reply to her:

"Thanks for the info! I totally understand where you are coming from, actually I have never seen the other magician's show, but I am sure it is great. We all do different shows and hence our rates are different. The goldfish trick takes quite a bit of set up, but it is one of my best illusions and has won many awards in magic competitions for me. I created this trick out of my

imagination which means no one else in the world performs it. I have spent countless hours assembling the props, perfecting every single sleight of hands, and choreographing the routine. It is one of the most talked-about illusions after my shows. Therefore, I think it is worth the price I quoted.”

A few days later, she booked.