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Student magician educates as he entertains

By **Jeff Samoray**, OU Web Writer

When he's not studying for his marketing classes at Oakland University, MBA student Dave Castle works as a professional magician, making nearly 240 appearances a year at magic shows, birthday parties, corporate events and other venues. Now he's attempting to transfer some of that success to educational efforts for children and adults.

Castle has authored a book, titled "Amazing Magic Secrets for Kids," which he sells via his **Magic of Dave Castle** Web site. The book teaches elementary school kids tricks that use math, psychology, science and writing. Kids can use common household items to perform nearly all of the 50 tricks contained in the illustrated, 36-page book.

Moreover, Castle donates \$1 from the sale of each book to the **Macomb Literacy Partners**, a nonprofit program based in Clinton Township that provides free training to volunteer tutors who work with adults who need to improve their reading, writing or English language skills. So far, Castle has sold about 100 books.

"I wanted to write a book that not only entertains kids with magic but also educates them," said Castle, who began performing professionally in 1997. "I tell the kids that I learned how to do many tricks by reading books.

"Macomb Literacy Partners has been a client of mine for some time now, and I also wanted to help them in some way. Their funding is very tight and every dollar is critical to them, so donating money from the sale of my book is something I wanted to do."

"Metro Parent Magazine" named Castle "Best Children's Entertainer" in September.

"Amazing Magical Secrets for Kids" is available for \$10, including shipping, taxes and donation. To order the book or for more information on Castle's entertainment services, visit the **Magic of Dave Castle** Web site or contact him at (586) 549-1109 or **davej@prodigy.net**.

SUMMARY

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