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**Not just magic…*Marvin’s Magic!*** Logo

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**Press Release, London 24th Jan 2023**

Toys and games were no doubt a welcome distraction during the Covid-19 pandemic and have helped many maintain mental wellbeing.

Magic is a particularly fun and entertaining hobby for all ages. Multi award winning magician, Marvin Berglas, the creator of Marvin’s Magic comes from one of the most internationally respected families in the magic world. He has designed tricks and sets that have encouraged and inspired the magicians of tomorrow with ‘professional magic made easy’.

It is also proven that learning magic has a whole range of potential benefits and is a great way of boosting life skills.

Noted psychologist Professor Richard Wiseman from the University of Hertfordshire carried out some research using magic with children which proved dramatic psychological benefits and effects as well as significant increases in both their social skills and confidence.

He explains “Learning magic requires self-discipline, an understanding of how other people think, and an ability to entertain. It’s a unique way of developing an important set of psychological skills.“

“Unlike computer games, it encourages children to interact with their friends and family.“ adds Marvin, award winning magician and creator of Marvin’s Magic.

Furthermore, another recent study from Professor Caroline Watt with Professor Richard Wiseman examined the magic and wellbeing of both children and adults from around the world. It showed several positive effects and an improvement in many areas such as motor skills, mental health, psychological wellbeing, self-esteem, social skills, hope and self-image.

During the past year, there has also been a huge increase in demand for Marvin’s innovative Magic Art and Craft range. These are amazing Art and Craft products with a touch of magic. There are exciting new additions to the range which currently include Marvin’s Magic Drawing Board, Amazing Magic Changing Pens, Glow Art and Super Bright Scratch Art.

It’s no wonder that after 35 years, Marvin’s Magic is still recognised as the number one brand for magic worldwide.

***Come and see the magic for yourself at Stand H65 at London Toy Fair Jan 24th to Jan 26th 2023***

**For more information, please visit marvinsmagic.com**

