



Fall 11-9-1995

## Responsibility and Alcohol: Magician's Message not Pulled Out of a Hat

Tim Lindberg  
*Illinois Wesleyan University*

Follow this and additional works at: <https://digitalcommons.iwu.edu/news>

---

### Recommended Citation

Lindberg, Tim, "Responsibility and Alcohol: Magician's Message not Pulled Out of a Hat" (1995). *News and Events*. 6462.  
<https://digitalcommons.iwu.edu/news/6462>

This Article is protected by copyright and/or related rights. It has been brought to you by Digital Commons @ IWU with permission from the rights-holder(s). You are free to use this material in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s) directly, unless additional rights are indicated by a Creative Commons license in the record and/ or on the work itself. This material has been accepted for inclusion by faculty at Illinois Wesleyan University. For more information, please contact [digitalcommons@iwu.edu](mailto:digitalcommons@iwu.edu).

©Copyright is owned by the author of this document.

Nov. 9, 1995

Contact: Tim Lindberg, 309/556-3181

**Responsibility and Alcohol****Magician's message not pulled out of a hat**

Bloomington, Ill.-- Magician Tom Boz will present more than just hocus pocus when he performs in the Main Lounge of Illinois Wesleyan University's Memorial Student Center at 8 p.m., Monday, Nov. 13.

Magic is just part of Boz's program, "Shaken, Not Stirred," which is designed to separate illusion from the reality of alcohol abuse.

The event is free and open to the public.

Boz, a professional magician for 15 years, earned a degree in education from Northern Illinois University. His upbeat and entertaining program teaches college students about alcohol awareness.

Boz uses situations and illusions to demonstrate to students how alcohol alters their sense of reality, impairing normal good judgment. His message is: If you're going to drink, drink responsibly.

The program also illustrates how people are subliminally influenced by alcohol advertising.

Boz's program, which has been delivered at schools nationwide, "deals with students on their own level," he said in a letter to the IWU Inter-Fraternity Council.

In addition to performing at more than 150 schools a year, Boz has performed weekly at Chicago's Pump Room for five years. He also was the opening act for Bob Dylan's Chicago performance on his 1991 world tour.

IWU's Inter-Fraternity Council and Panhellenic Council are sponsoring the event.