

On June 30, 2004, Jim Passé, world-renowned stage magician, will tape his eyes shut, put on a blindfold and place a hood over his head before he gets behind the wheel of a car and begins his cross-country drive. This will be the world's longest blindfolded drive by an individual magician, a 3,000 mile trek from New York City to Hollywood, California. Passé hopes to raise \$1 million to support paralysis research during a seven-day trip that includes stops in Cleveland, Chicago, Omaha, Denver, Utah and Las Vegas.

The Jim Passé Million Dollar Blindfolded Drive Across America



It is a personal cause for Passé, who has been confined to a wheelchair since a 1995 spinal cord injury left him paraplegic. Despite his paralysis, Passé has achieved considerable acclaim as a stage illusionist. He has appeared on national and international television, including a headliner appearance on NBC's "World's Greatest Magic."

Passé has conducted blindfolded drives on several occasions, but never tackled a route longer than 10 miles. No magician has ever completed a blindfolded drive over 100 miles long. "This is going to be a tremendous challenge," Passé said. "No one has ever attempted a blindfolded event of this magnitude. I'm confident that I can successfully find my way, but if you happen to see me on the road, watch out... just in case."

You can make a difference.
Make a donation online at www.blindfoldeddrive.com.

The event is sponsored by The Jim Passé Foundation, a Raleigh, North Carolina-based non-profit organization dedicated to supporting the cure for paralysis. Proceeds collected through corporate sponsorships, gala dinners and individual contributions will benefit The Miami Project to Cure Paralysis, the world's largest organization involved in paralysis research. "Through my personal experiences, I have become extremely involved in the search for a cure to end paralysis. This blindfolded drive is a fun and creative way to raise money and build awareness about the important scientific efforts in this field," Passé said.



Suzie Sayfie, executive director of the Miami Project, said: "Finding a cure for paralysis requires the support of organizations like The Jim Passé Foundation. The Miami Project appreciates the work that Jim does and looks forward to working closely with him to raise money to support this important cause."



Calendar of Events

Times subject to change.

| Date | Time | Event | Location |
|---------|-----------|---|-----------------|
| June 22 | 7:30 p.m. | Gala Dinner & Magic Show | Raleigh, N.C. |
| June 30 | 9:00 a.m. | Begin Blindfolded Drive | Manhattan, N.Y. |
| | 5:00 p.m. | Arrive In Cleveland | Cleveland, OH |
| | 8:00 p.m. | Performance at International Brotherhood Convention | Cleveland, OH |
| July 1 | 9:00 a.m. | Blindfolded Drive Resumes | Cleveland, OH |
| | 5:00 p.m. | Arrive in Chicago | Chicago, IL |
| July 2 | 9:00 a.m. | Blindfolded Drive Resumes | Chicago, IL |
| | 5:00 p.m. | Arrive In Omaha | Omaha, NE |
| July 3 | 9:00 a.m. | Blindfolded Drive Resumes | Omaha, NE |
| | 5:00 p.m. | Arrive In Denver | Denver, CO |
| July 4 | 9:00 a.m. | Blindfolded Drive Resumes | Denver, CO |
| | 5:00 p.m. | Arrive In Utah | Richfield, UT |
| July 5 | 9:00 a.m. | Blindfolded Drive Resumes | Richfield, UT |
| | 5:00 p.m. | Arrive In Las Vegas | Las Vegas, NV |
| July 6 | 9:00 a.m. | Blindfolded Drive Resumes | Las Vegas, NV |
| | 2:00 p.m. | Finish Blindfolded Drive At Magic Castle | Hollywood, CA |
| | 6:00 p.m. | Gala Dinner And Shows At Magic Castle (3 Seatings And Shows) | Hollywood, CA |

Currently Scheduled Shows

June 22

7:00 p.m.
Gala Dinner & Show
North Raleigh Hilton
3415 Wake Forest Road
Raleigh, N.C.

Cost \$125 per person - \$150 for priority seating
Table of 10 \$1,250 - priority seating table \$1500

Purchase Tickets: www.blindfoldeddrive.com

July 6

Magic Castle
7001 Franklin Avenue
Hollywood, C.A. 90028
Gala Dinner And Shows (3 Seatings):
6:30 pm, 8:00 pm and 9:30 pm

No Reservations

Purchase Tickets: www.magiccastle.com

Jim will also be the closing act at 8 PM on June 30, 2004 in Cleveland at the International Brotherhood of Magicians Annual Convention. The public is invited.

June 30

8:00 PM
Cleveland
International Brotherhood of Magicians Premiere Show
Playhouse Square Center
Jim Passé and several Magicians perform
Nominal cover at the door. Donations accepted



Who Do Spinal Cord Injuries Affect in the United States?

250,000 Americans are spinal cord injured.
52% of spinal cord injured individuals are considered paraplegic and 47% quadriplegic.
Approximately 11,000 new injuries occur each year.
82% are male.
56% of injuries occur between the ages of 16 and 30.
The average age of spinal cord injured person is 31.
SC I injuries are most commonly caused by:

| | |
|--------------------|-----|
| Vehicular accident | 37% |
| Violence | 28% |
| Falls | 21% |
| Sports-related | 6% |
| Other | 8% |

- The most rapidly increasing cause of injuries is due to violence; vehicular accident injuries are decreasing in number.
- 89% of all SC I individuals are discharged from hospitals to a private home, 4.3% are discharged to nursing homes.
- Only 52% of SCI individuals are covered by private health insurance at time of injury.

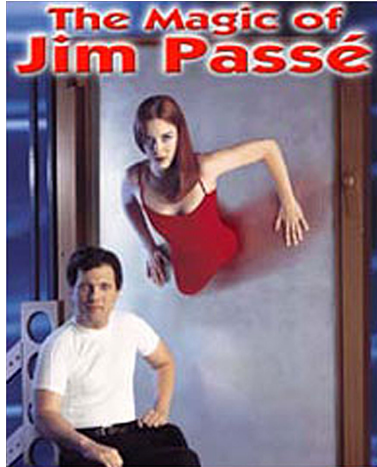
Facts you should know about spinal cord injuries.

What Do Spinal Cord Injuries Really Cost?

| | |
|---|-----------|
| • Length of initial hospitalization following injury in acute care units: | 15 days |
| • Average stay in rehabilitation unit: | 44 days |
| • Initial hospitalization costs following injury: | \$140,000 |
| • Average first year expenses for a SCI injury (all groups): | \$198,000 |
| • First year expenses for paraplegics: | \$152,000 |
| • First year expenses for quadriplegics: | \$417,000 |
| • Average lifetime costs for paraplegics, age of injury 25: | \$428,000 |
| • Percentage of SC I individuals who are covered by private health insurance at time of injury: | 52% |
| • Percentage of SC I individuals unemployed eight years after injury: | 63% |

Source: The University of Alabama National Spinal Cord Injury Statistical Center





**NOW YOU CAN
"EXPERIENCE THE IMPOSSIBLE"!**

**"...Amazing performance. I can't believe all
this applause..."**

Mark Wilson - International Acclaimed Magician
and star of the Magic Land of Alakazam Syndicated
TV program

"This act is fantastic..."

Jeff McBride - Illusionist Extraordinaire at Caesars

Join Jim at a Gala Dinner and Show on June 22 or July 6.
You can make reservations or a donation online at
www.blindfoldeddrive.com.





Contact the Jim Passé Foundation

www.blindfoldeddrive.com

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Images:

See Magic of Jim Passé website: www.magicofjimpasse.com

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