

FOR IMMEDIATE RELEASE

Ickle Pickle Magic Opens Downtown Columbus Storefront With Ribbon Cutting

The 50-year-old practical-magic company, now led by local magician Adam Schill, marks its physical retail opening with a Columbus Area Chamber ceremony.

COLUMBUS, Ind. — Ickle Pickle Magic will mark the opening of its downtown Columbus storefront today with a Columbus Area Chamber ribbon-cutting ceremony from 4:30 to 5 p.m. at 915 Washington St., Suite B.

The shop gives the 50-year-old practical-magic prop company a public home where customers can see routines demonstrated live, handle props and connect with working performers in person. The opening comes as specialty retailers use physical spaces less as inventory rooms and more as experience-driven community hubs.

“This is not just a store full of tricks,” said Adam Schill, owner of Ickle Pickle Magic and a full-time entertainer. “Every routine and magic trick we carry has been tested in front of an audience, and the new downtown shop gives families, enthusiasts, working magicians and dealers a place to experience that practical magic firsthand.”

Founded in 1976, Ickle Pickle Magic is known among performers for practical props, pack-flat routines and effects built for birthday parties, family events and faith-based shows. Schill acquired the company to preserve its catalog and expand its presence in Columbus through the new storefront, online sales and community programming.

The physical shop is designed to serve more than shoppers. It gives visitors a place to watch live demonstrations, ask questions, test product quality and learn directly from a working magician. It also creates a local gathering point for workshops, demonstrations and future events for beginners, families, enthusiasts and professionals.

The Columbus Area Chamber ribbon cutting will be held at 4:30 p.m. Thursday, July 9, at 915 Washington St., Suite B, Columbus, Indiana 47201. Community members, downtown visitors and local business supporters are invited to attend.

For more information, visit <https://www.icklepicklemagic.com/>.

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About Ickle Pickle Magic

Ickle Pickle Magic is a practical-magic prop company founded in 1976 and based in Columbus, Indiana. The company serves performers, hobbyists, dealers and families with durable, demonstration-ready magic props and routines. Its primary promise is simple: Tricks that work. Learn more at <https://www.icklepicklemagic.com>

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