

No two shows the same

Metro Winnipeg
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Tickets to the Incredible Boris show are \$17 (Tues-Thurs) and \$20 (Fri-Sat) and are available at Rumor's. Weekday shows start at 8 p.m., while Fridays and Saturdays start at 7:45 p.m. and 10:30 p.m.

Comedy hypnotist The Incredible Boris (a.k.a. Boris Cherniak) doesn't possess paranormal abilities; he's simply into the power of suggestion.

"The best part of hypnosis is it's a natural state," says the 47-year-old Toronto-based entertainer. "It's not something supernatural that I have the powers to do, I just learned how to hypnotize. Think about it like this; we all live in a trance and we slip from one trance to another except onstage I figured out how to make a comedic result out of it."

Born in Moscow, Russia, Cherniak grew up across from the Moscow Circus where he was a regular backstage, learning the tricks of the trade from famous clowns Yury Nikulin and Oleg Popov. As a teenager he read Morey Bernstein's *The Search for Bridey Murphy*, a book concerning a true life hypnotic regression that inspired Cherniak to learn everything he could on the subject.

What started as a hobby, hypnotizing people at parties, has developed into a 300-plus show a year career, but Cherniak's emphasis is still on fun.

"That's the one thing that I make a huge point out of, nobody's ever onstage to be degraded or embarrassed," Cherniak says. "I think of myself as somebody who showcases the abilities that your mind has. As a matter of fact the very last thing I do during every show is give the participants hypnotic suggestions, like to quit smoking, as a thank you for their involvement in the program."

Cherniak has 30 years experience in show business, but the last few have arguably been his best. In 2008, he performed at the Women's Global Leadership Conference in Dubai, last summer he entertained Canadian and American troops as part of Operation Hot in Afghanistan and just recently he performed a corporate show for Google (Cherniak is credited with creating the phrase "Google me"). Guaranteed, none of these shows were the same.

"One I would get bored if I did the same thing over and over again and two, it's not the same participants," Cherniak says. "If I tell you to do something in a certain way, your personality will dictate your actions, while somebody else with the same instructions will do something completely different."

The Incredible Boris performs next Tuesday through Saturday at Rumor's Comedy Club & Restaurant.