



## WHAT IS THE HARRY POTTER ALLIANCE?

The Harry Potter Alliance (HPA) is at the center of fan activism, using parallels from Harry Potter and other powerful narratives to engage fans in real-world action. Since 2005, that engagement has manifested in a community that spans 225 chapters in 25 countries and has done groundbreaking work in equality, human rights, and literacy.



## AMONG HPA'S ACHIEVEMENTS:

- A partnership with Walk Free that engaged over 400,000 fans and resulted in Warner Bros. successfully changing the sourcing of their Harry Potter chocolate to be 100% UTZ or Fairtrade certified.
- Raising over \$123,000 for Partners In Health and sending five cargo planes of life-saving supplies to Haiti.
- Donations of over 250,000 books across the world through HPA's Accio Books campaign.
- A partnership with Public Knowledge that brought over 20,000 fans and online video creators together for Net Neutrality.
- The use of broad cultural messaging to link the Hunger Games with real-life inequality.

The HPA has been subject to much academic interest, having been the subject of a multi-year study by the Media, Activism, and Participatory Politics research group in the USC Annenberg School of Communications and Journalism.

The HPA's efforts have been mentioned in publications worldwide, big and small, ranging from The Washington Post, The New Yorker, BuzzFeed, The Guardian, People, The Nation, Entertainment Weekly, Mic, The Mary Sue, the Daily Dot, and a special mention in the premiere episode of The Nightly Show With Larry Wilmore.