



FOR IMMEDIATE RELEASE: December 22, 2014

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HARRY POTTER ALLIANCE COMMITS TO ENVIRONMENTAL ISSUES, HIRES TREE

RHODE ISLAND - After years of focusing on issues of equality and human rights, the Harry Potter Alliance (HPA) appears poised to make serious impact on the issue of climate change. The HPA sent a strong message to the environmentalist wing of fandom today when it announced Matt Maggiacomo as its new Executive Director.

Maggiacomo has spent the last nine years serving as the human host body of the Whomping Willow, allowing the wizarding world's most famous tree to maintain a career as a touring musician. Over that time, Maggiacomo has become deeply in tune with the inner emotional lives of trees.

"Most people see Matt's receding hairline and think it's just a byproduct of his age," said Andrew Slack, President of the HPA. "However, those of us who know Matt understand that there is a deeper emotional context to his hair loss. By gradually losing his hair, Matt is attempting to personify, and therefore empathize with, trees in autumn."

Maggiacomo succeeds outgoing Executive Director Paul DeGeorge, whose legacy with the organization includes highly successful campaigns on [net neutrality](#), [economic inequality](#), [literacy](#), and [human rights](#). During his tenure, DeGeorge captained significant internal growth by doubling the size of the HPA's staff and creating the organization's first strategic plan. He also helped develop the HPA's new [Granger Leadership Academy](#) and significantly expanded the organization's line of [trend-setting wizard apparel](#).

"We've had a human at the helm for a long time now," said DeGeorge. "Sometimes you have to think outside the box. Would Isengard have fallen if Merry and Pippin hadn't recruited the help of the ents?"

"I'm so proud of you, you've really earned this!" said Maggiacomo's Great Aunt Louise via facebook. "I'm so proud of you, you've really earned this!" she inadvertently posted again, this time on her own timeline.

The HPA has shown a willingness to hire outside the confines of the human talent pool in the past. As social media platforms like Twitter became essential to the success of businesses and nonprofits alike, the HPA knew it had to hire a Communications Director who could speak the language, so to speak. Thus, the HPA hired an actual Bird to handle all its tweeting.

"Birds and trees have always had a somewhat tenuous relationship," said Communications Director Lauren Bird. "Trees are all like 'sure, build your nest on my branch' but then they hit you with all these ridiculous rules like no chirping after midnight and no pooping on their trunk."

When reached for comment, Maggiacomo began to talk in a very slow and creaky voice at a pace of 0.3 words per minute.

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The Harry Potter Alliance (www.thepalliance.org) is a 501(c)3 nonprofit that turns fans into heroes. We're changing the world by making activism accessible through the power of story. Since 2005, we've engaged millions of fans through our work for equality, human rights, and literacy.

