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Contact: Matt Maggiacomo, Harry Potter Alliance, matt@thehpalliance.org

HARRY POTTER ALLIANCE LAUNCHES LEADERSHIP CONFERENCE INSPIRED BY HERMIONE GRANGER

AUBURN, ALABAMA -- On October 17, Harry Potter fans will gather in Auburn for Granger Leadership Academy, a leadership conference for fan activists. The conference will feature two full days of leadership training workshops, special guest appearances by several Harry Potter fandom leaders, and a live wizard rock concert headlined by Tonks and the Aurors.

Fans of Harry Potter will recognize the reference in Granger Leadership Academy's name: Indeed, the conference has been named after Harry's good friend Hermione Granger.

"Hermione was the chief activist and community organizer of the student resistance against injustices that occurred at Hogwarts, whether it was unfair treatment of house elves or the proliferation of pro-Voldemort sentiment among the school's leadership," said Lauren Bird, Communications Director of the HPA. "In a sense, Hermione was the original HPA Chapter Organizer."

Granger Leadership Academy will provide workshops based on the Social Change Model of Leadership Development, with a twist: all workshops will incorporate elements of the HPA's unique fan activism methodology. Fan activism is any act of civic engagement that channels energy around fandom and popular culture into action for social change.

"The best thing about fan activism is that it's accessible and fun," said New York Times bestselling author Melissa Anelli, who will be a guest speaker at Granger Leadership Academy. "The HPA has replaced the doom and gloom of traditional activism with the unique brand of passion and enthusiasm that comes from fandom love."

Fan activists have generated widespread impact on a variety of issues, thanks in part to the HPA's Chapters Program. The HPA has 275 chapters in 25 countries across the world. Chapters have engaged in a large variety of social change projects, including book drives, charitable fundraisers, human rights advocacy, phone banking for marriage equality, and animal rights initiatives. The HPA funds exceptional chapter projects through its exclusive Granger Grant program, also named in honor of Hermione.

"Hermione has been a key role model for an entire generation of young women, and the results speak for themselves: millennials of all genders are breaking down gender barriers like it's their job," said Lauren Bird. "It helps to have a hero like Hermione to demonstrate the importance of owning your intellect and channeling your strengths into actions that improve the world around you."

Granger Leadership Academy will run from October 17 through October 19, with all programming and special events occurring at The Hotel at Auburn University and Dixon Conference Center. Registration is \$50 and tickets will remain available until October 7. However, attendees are encouraged to secure their hotel rooms before the discounted room rate is lifted on September 30.

More information about Granger Leadership Academy is available on the conference website, www.grangerleadershipacademy.com.

GRANGER

LEADERSHIP ACADEMY

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The Harry Potter Alliance (www.thehpalliance.org) is a 501(c)3 nonprofit that takes an out-of-the-box approach to civic engagement. We're changing the world by making activism accessible to young people through the power of story. Since 2005, we've engaged millions of young people to become like the heroes they read about through our work for equality, human rights, and literacy.