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COALITION OF FANS AND AUTHORS CELEBRATE HOLIDAY OF LOVE AND GRATITUDE

The Harry Potter Alliance and the This Star Won't Go Out Foundation launch the Esther Day campaign, highlight the power of platonic love

NEW YORK- The **Harry Potter Alliance**, a nonprofit organization inspired by the power of story to create social change, and the **This Star Won't Go Out Foundation**, which serves the families of children diagnosed with life-threatening cancer, unite with fans throughout the world to celebrate the power and importance of platonic love through **August 3, Esther Day**.

Esther Day commemorates the life of **Esther Earl**, a 16-year-old girl who passed away from thyroid cancer in 2010. Esther was a close friend of **John Green**, the author of the #1 *New York Times* bestselling novel and now-feature film *The Fault in Our Stars*. Green told Esther, whose friendship influenced him and to whom his novel is dedicated, that he wanted to make her birthday a holiday. Esther wanted her namesake day to be a time for people to express their love for friends and family.

"I could never have written *The Fault in Our Stars* without knowing Esther," Green said in [a 2013 blog post](#). "Every word on that book depends upon her."

The book's film adaptation, starring Shailene Woodley and Ansel Elgort, opens June 6.

"The Esther Day campaign is all about preparing people to say, 'I love you' to someone in their life," said **Andrew Slack, Executive Director of the Harry Potter Alliance**. "I believe that though the action is so simple, it is uniquely powerful in execution and effect. When we love someone and show our gratitude for them openly, in sync with people all over the world, it is transformative."

Running from June 1 to August 3, the Esther Day campaign will highlight expressions of love and spark opportunities for dialogue on the cultural value of love. A few ways people can participate include:

1. Tell a friend or family member that you love them: pick up the phone, make a YouTube video, send them a text, an email, an owl, or some treacle tart;
2. Attending an event with friends or family to celebrate love;
3. Using and following the [#EstherDay](#) hashtag to connect with others celebrating the day and to share plans and projects;
4. Seeing *The Fault in Our Stars* and posting [hand heart selfies](#) tagged #EstherDay.

"We want everyone to own this campaign in their own way," said Slack. "At its heart, it's really about one global day celebrating life, love, and gratitude."

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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.