

FOR IMMEDIATE RELEASE: November 21, 2013

Contact: Andrew Slack, Harry Potter Alliance, andrew@thehpalliance.org or
Tom Fazzini, West End Strategy Team, tom@westendstrategy.com; (202) 776-7600

New Coalition of Hunger Games Fans Brings Spotlight Back to Story's Focus on Inequality

Harry Potter Alliance launches the Odds in our Favor campaign, highlights how income inequality exists in America today

NEW YORK CITY – The Harry Potter Alliance, a non-profit organization inspired by the power of story to create social change, announced today the **Odds in our Favor campaign**, which is mobilizing fan activists to highlight how the message of economic inequality at the center of the Hunger Games story is relevant to America today.

Following the success of HPA campaigns that mobilized Harry Potter fans for equality, human rights, and humanitarian disaster response, the Odds in our Favor campaign works to “hack” the multi-million dollar media campaign promoting the movie to make sure the central message of the story doesn’t get lost: the economic inequality of the movie isn’t a fiction for millions of Americans today.

“The media campaign for the Hunger Games seems to be borrowing from the Capitol’s playbook – a slick glossy spectacle that distracts from the central message of the story,” said Andrew Slack, Executive Director of the Harry Potter Alliance. “At its core, the Hunger Games is about economic inequality. The fictional future of Panem is upon us already: 25 million Americans can’t find full time jobs, 22% of children live in poverty and the top 1% control 40% of our nation’s wealth. It’s time for fans of the Hunger Games to make sure that message doesn’t go unspoken.”

The campaign has multiple parts, including:

- A [two and a half-minute video](#) that reminds viewers about the connection between the world of the Hunger Games and America today.
- [We Are the Districts](#), a collaborative tumblr blog updated with content designed to educate and highlight volunteer work being done to address the [twelve districts of economic inequality](#) which include projects in local communities on healthcare access, homelessness, voting access, unemployment, and food security among others. Anyone can submit to the blog.
- The [Odds in our Favor](#) website, which asks fans to join the resistance by posting a photo of themselves doing the film’s iconic three finger salute that signifies the people’s resistance to the Capitol’s control. Participants are then asked to post their photo in response to advertisements and posts about the movie on social media. Hundreds of fans, including [Richard Trumka](#), President of the AFL-CIO, have already posted photos.

In the movie *Catching Fire*, the people of Panem begin to realize that the odds are never in their favor. The HPA is ready to help change the odds.

###

The Harry Potter Alliance (HPA) 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. The HPA has been covered in hundreds of major publications, praised by JK Rowling, and studied by scholars at USC as a leading example of fan activism.