



THE HARRY POTTER ALLIANCE

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## Nine Month Deathly Hallows Campaign Enormously Successful

**Boston, MA** – After nine months, seven horcruxes, and many successes, The Harry Potter Alliance (HPA) is celebrating the official end to the Deathly Hallows Campaign (DHC).

“The Deathly Hallows Campaign was a great illustration of why the HPA works,” said HPA Executive Director Andrew Slack. “Members were involved in creative and engaging ways challenging some of our world’s greatest obstacles to justice, ranging from inequality, to global warming to negative body image. Our members walked away from this epic campaign not only having helped people across the world, but also receiving a sense of self-empowerment while doing so.”

The nine-month campaign consisted of seven issues that the HPA compared to horcruxes – evil objects that Harry must destroy before Voldemort could be destroyed. The last campaign, or horcrux, was the Climate Crisis. Participants imagined ways that environmental activism could be improved. The contest's advisory board evaluated the entries and the winners received \$1000 to make their ideas a reality.

The board included:

- Congressman Ed Markey;
- Tim Kring, producer of Heroes;
- Bill McKibben, celebrated environmentalist;
- Hank Green and Dan Brown, prominent social media leaders;
- John Green and Melissa Anelli, bestselling authors;
- Christina Lurie, co-owner of the Philadelphia Eagles;
- Anthony Stewart Head, Jason Alexander, and Evanna Lynch;
- Harry Potter Wizard Rock group Harry and the Potters;
- Shawn Ahmed, Simon Billenness, and Andrew Slack, all prominent activists.

Lynch also participated in the DHC’s work against child slavery in its ongoing campaign, “Not in Harry’s Name,” a campaign to get Warner Bros. to make all Harry Potter chocolate Fair Trade. Amassing over 15,000 signatures including some of the Harry Potter cast Lynch’s, Jason Isaacs, Mark Williams, and Natalie Tena, the petition received a [response](#) from Warner Bros. CEO Barry Meyer expressing interest in working towards switching to fair trade chocolate. The Harry Potter Alliance will continue communicating with Warner Bros. and fair trade experts in the hopes that Harry Potter’s name will no longer be put on chocolate created at the cost of others lives, especially children.

Throughout the campaign, the HPA has had many successes. This year’s Accio Books campaign brought the organization’s total to over 88,000 books raised for communities across the world. Nearly 10,000 of those books went to the newly inaugurated Imagine Better library for The New Beginnings Charter School in NYC. Wrock 4 Equality 2 resulted in the HPA helping Massachusetts Equality break nearly all of their call records. And overall, the HPA raised awareness and helped educate its members on topics ranging from depression and poor body image to child slavery and environmental concerns.

“The many facets of the Deathly Hallows Campaign illustrate the work of the HPA to come,” Slack added. “We are heartened by our members enthusiasm and the unprecedented network of fan communities that we have built for changing the world.”

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The HP Alliance ([www.thehpalliance.org](http://www.thehpalliance.org)) is a 501c3 nonprofit that uses parallels from Harry Potter to inspire hundreds of thousands of Harry Potter fans to act as heroes in our world. To date, the HPA has sent **five cargo planes to Haiti**, donated over **88,000 books** across the world, made profound strides for the anti-genocide, LGBTQ, and media reform movements. With a staff of over 50 volunteers, 85 chapters, and with the Internet/social media as "it's turf" the HPA won the \$250,000 **first place in the Chase Bank Community Giving Contest**.

Covered by almost every major publication and **praised by JK Rowling** in the **Time Magazine** article that named her "Runner up to Person of the Year," the HPA has been named the **premier model of civic engagement** for the twenty-first century by USC's Provost Professor Henry Jenkins in a MacArthur funded study on participatory culture and civic engagement. The HPA is currently expanding its model of "cultural acupuncture" as it brings together over 20 fan communities of blockbuster books, television shows, and movies, the world's most prominent YouTube celebrities and New York Times best selling authors in an unprecedented network that takes a bottom up approach to harnessing the energy of popular culture, modern myth, and social media for social change.