



THE HARRY POTTER ALLIANCE

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**FOR IMMEDIATE RELEASE**

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## **THE HPA ANNOUNCES THE BODY BIND HORCRUX**

The third Horcrux in the Deathly Hallows Campaign challenges our members to tackle difficult topics

**Boston, MA** – On January 2, 2010, The Harry Potter Alliance (HPA) launched the third Horcrux in the Deathly Hallows Campaign (DHC), the “Body Bind Horcrux.” This campaign challenges our members to act on a set of difficult and often taboo topics including image, weight, health, and self-confidence in order to help alter the global understanding of body image and having a healthy lifestyle.

“We have unhealthy relationships with our bodies,” said Executive Director Andrew Slack. “Countless people with eating disorders feel like they’re alone. Others exercise to the point of over-exertion or not at all. Some work until three in the morning and forget to sleep. Our culture doesn’t tell us to appreciate our lives. It tells us to forget to breathe.”

The “Body Bind Horcrux” campaign reminds members to take care of themselves and stay connected to their bodies. To accomplish this, it will split body related issues into four categories: breaking out of the Muggle mindset, nourishing the body, getting active, and de-stressing. Each of these categories will be addressed through a week of blog entries from the HPA staff and expert guest bloggers. The blogs will celebrate our bodies as they are, and give suggestions for how to pay better attention to them and give them the care they deserve.

The Body Bind Horcrux is the third of the DHC, a nine-month campaign against seven real Horcruxes (based off of the Harry Potter films). Each Horcrux represents an injustice. The first Horcrux addressed unjust wages. Petition signatures requesting that Time Warner and NBC Universal change all Harry Potter chocolate to Fair Trade have amassed to over 15,000 in two months and were featured on NPR, ABC, and the New York Times.

In June 2011 the campaign will transition to a final battle against all seven Horcruxes simultaneously. The Deathly Hallows Campaign will come to a close in July 2011 during the release of Harry Potter and the Deathly Hallows Part II, culminating 9 months of effort by the entire Harry Potter fan community, partners, and the Harry Potter Alliance. Highlights of the planned Horcruxes include LGBT inequality, environmental issues, and illiteracy.

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The HP Alliance ([www.thehpalliance.org](http://www.thehpalliance.org)) is a 501c3 nonprofit that engages Harry Potter fans in social activism. With over 70 active chapters and 40 volunteer staff, the HPA has donated five cargo planes of supplies to Haiti, 55,000 books, protection for thousands in Darfur, and made huge strides in anti-genocide, LGBT, and media reform advocacy, and more. Covered in hundreds of major publications and praised by JK Rowling, Harry Potter celebrities, Paul Farmer, and a slew of NGO’s, the HPA recently came in first place in the Chase Bank Community Giving Contest on Facebook winning \$250,000.