



THE HARRY POTTER ALLIANCE

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The HPA Hosts Successful Flashmob Wizard's Duel and Lumos Party in Columbus Circle
Events combined enthusiasm for both the movie release and the Deathly Hallows Campaign and led the rise to over 10,000 petition signatures

Boston, MA – On Thursday, November 18, 2010, the Harry Potter Alliance (HPA), in partnership with the The Group that Shall Not be Named and The New York Dumbledore's Army, hosted a flashmob wizard's duel in New York. The Columbus Circle events attracted nearly 75 Harry Potter fans and members of the HPA, combining both enthusiasm for the release of *Harry Potter and the Deathly Hallows Part I* and the beginning of the HPA's Deathly Hallows Campaign (DHC). Dressed in costumes from across the Harry Potter series, flashmob participants duelled in front of the Time Warner building. Following the flashmob, the group transitioned to a Lumos Party, walking with glowsticks, cell phones, and other lights to the midnight release of *Deathly Hallows* where petition signatures were also collected. By Saturday, November 20 at noon the petition inviting Time Warner and NBC Universal to change all Harry Potter chocolate to Fair Trade had reached over 10,000 signatures, double the number of the week before. This significant increase was largely thanks to the more than 150 Lumos Parties held across the world.

"The success of these events and our petition shows just how committed Harry Potter fans are to not only the series but the messages that come from it," said Executive Director Andrew Slack. "Everyone who participated Thursday cared deeply about the need for chocolate sold in Harry Potter's name to reflect the values of the series. If current conditions continue, research proves that chocolate will be as rare and expensive as caviar. Further, the Harry Potter generation is through with complacency toward poverty, child enslavement, and an adult world that does not consider our future."

The momentum for the DHC is the latest in a stream of successes for the HPA. In the past year alone, the HPA raised **\$123,000 to send five cargo planes of supplies to Haiti**, donated **55,000 books** to local communities across the globe, and won **\$250,000 through the Chase Community Giving Challenge** on Facebook, taking first place over thousands of other non-profits. This year also saw the beginning of a united fan coalition organized by the HPA that combines more than 20 fan communities, best-selling authors, YouTube celebrities, and stars from the Harry Potter films. This unprecedented network reaches over **1 million people** as it harnesses the energy of popular culture toward social change.

"In the past year it has been amazing to see what the HPA's members can do together," said Slack. "We have a common purpose and we want to make change, real change. It's clear that everyone involved in the HPA will work hard to make those changes a reality. The Deathly Hallows Campaign will likely be the best example yet of what the HPA can do."

On October 31, 2010, at a Livestream event hosted by Slack, the HPA officially launched the DHC against seven real Horcruxes (based off of the upcoming Harry Potter films). Each Horcrux represents a real world injustice. This month the HPA is focusing on the "Starvation Wages Horcrux" through a project called "Not In Harry's Name." Slack also sent letters to the CEOs of NBC Universal and Time Warner requesting that all Harry Potter chocolate be Fair Trade.

On the last day of each month, the next month's Horcrux will be announced. In June 2011, the campaign will transition to a final battle against all seven Horcruxes simultaneously. The DHC will be the longest campaign in the HPA's history, lasting the nine months between the releases of the final two Harry Potter movies. It will come to a close in July 2011 during the release of *Harry Potter and the Deathly Hallows Part II*, concluding nine months of effort by the entire Harry Potter fan community, partners, and the Harry Potter Alliance. Highlights of the planned Horcruxes include **LGBT inequality, suicide, depression, bullying amongst teens, and ending genocide in Sudan.**

Partners of the campaign include YouTube celebrities, best-selling authors, multiple fan communities, and thriving online communities including the world's biggest Harry Potter fan sites, Nerdfighteria, and the Inspire Project's reachout.com. Other partners include Massachusetts Equality, It Get's Better, STAND, the Enough Project, the Student Peace Alliance the Trevor Project, and the Fair Trade Resources Network. Additional partners will be announced as the campaign continues.

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*The HP Alliance (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.*