



THE HARRY POTTER ALLIANCE

press@thehpalliance.org  
thehpalliance.org

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Contact: Andrew Slack  
press@thehpalliance.org or 617-863-7598

## **Deathly Hallows Campaign Begins With A Bang**

*Enthusiasm for the campaign resulted in two-month petition goal being reached in one week*

**Boston, MA** – Exactly **one week** after the Harry Potter Alliance (HPA) launched the Deathly Hallows Campaign (DHC), the petition to change all Harry Potter chocolate to Fair Trade **shattered its two-month goal of 5000 signatures**. Three weeks after the launch, the HPA is encouraging its members to keep the momentum going through other forms of petition, including: writing letters to NBC Universal and Time Warner, creating YouTube videos, and hosting Lumos Parties during the release of *Harry Potter and the Deathly Hallows, Part I*. There are currently more than **160 Lumos Parties** scheduled on 4 continents.

“Reception to our Deathly Hallows Campaign has been fantastic,” said Executive Director Andrew Slack. “I continue to be amazed at the enthusiasm of our members and volunteer staff, many of whom are working over 20 hours a week. This work will be pivotal in them learning the most cutting edge tools to becoming the kind of activist-heroes that we’ve grown up reading about. Further, we believe it will guarantee that the Harry Potter chocolate we buy is not being made from a network that kidnaps and enslaves children to grow cocoa on the Ivory Coast.”

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](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.*