

FOR IMMEDIATE RELEASE

CONTACT:

Erin Bise
Whimsic Alley
310-453-2370, Ext 3
FAX: 310-453-2374
press@whimsicalley.com
www.whimsicalley.com/mediakit/media.htm

WHIMSIC ALLEY CELEBRATES HARRY POTTER 10TH ANNIVERSARY WITH WIZARD SCHOOL DAY

SANTA MONICA, CA 09/14/08 The first Harry Potter book came out 10 years ago. It was called *Harry Potter and the Sorcerer's Stone*. Nobody gave it a coming out party. Nobody waited in line at midnight to purchase it. Nobody secluded themselves for the next three days just to read it. It didn't make the cover of Time or Newsweek and wasn't talked about on TV. Author J.K. Rowling may have still been collecting food stamps. It was—dare we say it—an orphan left upon our doorstep.

Things have changed a little over the past 10 years. To commemorate the 10th Anniversary, U.S. publisher Scholastic is releasing a new hardbound 10th Anniversary Special Edition of *Harry Potter and the Sorcerer's Stone*, scheduled to hit shelves on Tuesday, September 23.

On this special occasion, Whimsic Alley, in Southern California, plans to give *Sorcerer's Stone* the party it never got. They claim they're going to party like it's 1998. To that end, they have announced they are conducting a one-day wizarding school for all would-be witches and wizards.

And Whimsic Alley may just be the best place on earth to throw such a party. Built by Hollywood set designers to resemble a Dickens-like street scene, Whimsic Alley seems so Potter-esque that it is commonly used as a backdrop for taped interviews and other special features. Scholastic itself used Whimsic Alley as a location for a series of interviews with school-aged kids for the promotion of the 10th Anniversary Edition.

A veritable wizard's marketplace, with a wand merchant, a quill shop, a robe & cape emporium, a witch's hat boutique and more, Whimsic Alley has been attracting Potter fans from all over the world since its inception four years ago. In addition to its own line of wizard-wear, it boasts the largest selection of Harry Potter branded products in the world. Head wizard, Stan Goldin, is widely regarded as the world's leading authority on Harry Potter merchandise.

The Wizard School for a Day will offer kids and grown-up-kids a series of workstations with trivia contests, word find exercises, arts & crafts, a wizard-magician, projects, and more. The event is free and open to all ages. Attendees are encouraged to wear Potter-

related costumes. Says Goldin, “It should be a sight to see, with both employees and guests in full wizard regalia.”

The Special 10th Anniversary Edition will have additional comments and illustrations by J.K. Rowling. Whimsic Alley is offering those who purchase the book that day a free library of Harry Potter related books with the purchase of the book. Purchasers will even receive a free set of Harry and Hermione Bookends.

The event will be held from 3:00 – 8:00 p.m. on Tuesday, September 23. Whimsic Alley will provide free refreshments, prizes and giveaways.

Whimsic Alley is located at 2717½ Wilshire Blvd. in Santa Monica, California.