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WHIMSIC ALLEY CELEBRATES RELEASE OF NEW HARRY POTTER BOOK WITH MIDNIGHT GALA

SANTA MONICA, CA 11/28/08 A brand new Harry Potter book, authored by J.K. Rowling, is being released this week. Typically, each new Harry Potter book is met with enormous fanfare. Millions of costumed children, parents in tow, line up outside their local bookstores to grab a copy the moment the witching hour strikes. Shops throughout the country, sometimes even entire communities, throw massive parties to herald the arrival of the latest book. This new release promises to be different.

Despite the fact that pre-sales of Rowling's The Tales of Beedle the Bard, have made it an instant best-seller, publisher Scholastic has chosen to release the book mid-week. Hence, the idea of a midnight party for kids on a school night was rendered impractical.

That hasn't stopped Whimsic Alley from being an exception. The Southern California wizard-themed shop, commonly referred to throughout the world of Potter fans as "The Harry Potter Store," will be one of the few stores in the country throwing a gala midnight book release party.

Because the event will be mid-week, Whimsic Alley is expecting primarily adults at their midnight release party. Guests are encouraged to wear costumes. There will be refreshments, games, contests and on-going readings from the Harry Potter books.

George Beahm, author of Muggles and Magic and Fact Fiction and Folklore in Harry Potter's World will be on hand to sign copies of his books. Tim Kirk, 5-time Hugo Award winning illustrator and former Disney Imagineer will be drawing caricatures for a small fee. Professor Callebrant, teacher of Wizard and Muggle Magic will be on hand to entertain and demonstrate magic charms and transfiguration.

First-timers to Whimsic Alley will discover a veritable wizard's marketplace with a wand merchant, a quill shop, a robe & cape emporium, a witch's hat boutique and more. Built by Hollywood set designers to resemble a Dickens-era village, 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.

Readers familiar with the last Potter book, Harry Potter and the Deathly Hallows, are well aware that the late Albus Dumbledore, in his will, left his copy of The Tales of Beedle the Bard to Hermione Granger. This release promises to have a smattering of hand-scrolled margin notes by both Dumbledore and Hermione.

The book release party will begin Wednesday, November 3, at 10 p.m.. The book will go on sale at midnight.

Whimsic Alley is located at 2717½ Wilshire Blvd. in Santa Monica, California. For further information, contact them at 310-453-2370 or online at www.whimsicalley.com.