



Why are Harry Potter and Whimsic Alley Still Relevant to Your Readers?

Harry Potter

- The Harry Potter movie franchise has grossed about \$4.5 billion worldwide, arguably the most successful film franchise of all time, AND there are still 3 more films in the series to be released.
- Warner Brothers is slated to release *Harry Potter and the Half-Blood Prince*, the sixth movie in the Harry Potter series, this November. It is widely expected to be the #1 blockbuster hit of this year's Christmas season.
- *Harry Potter and the Deathly Hallows*, (the seventh book in the series), will be released as a movie in two parts, with the first part coming out in November 2010 and the second in May 2011.
- With each new movie release, fans around the world organize midnight release parties, complete with costumes, Potter-like refreshments, trivia games, and other Potter-paraphernalia, transforming such openings into media-worthy events.
- The Harry Potter books have been published in 64 languages and have sold over 400 million copies worldwide, making the series the most successful in the history of publishing.
- J.K. Rowling, author of the Harry Potter series of novels, has indicated that she will be releasing a Harry Potter Encyclopedia. Such a release would probably receive world-wide attention and become a major bestseller.
- Harry Potter fan sites on the Internet continue to generate millions of hits each month, proving fan loyalty to the Harry Potter series remains high.
- Universal Studios has announced plans to open a Harry Potter theme park. The Magical World of Harry Potter is currently under construction and is scheduled to open at Universal Orlando's Islands of Adventure in December 2009.
- Harry Potter fan conventions continue to attract thousands of fans from around the world. This year, conventions will be held in Dallas, Chicago, Ottawa, London, and Oslo. Such conventions are scheduled for years to come.

- Manufacturers such as NECA, The Noble Collection, Elope, Rubies Costume, Gentle Giant, Tonner Dolls, San Francisco Music Box, and Andrews McMeel, among others, continue to produce new exciting Harry Potter branded products.
- In the summer of 2007, the release of Harry Potter and the Deathly Hallows, (the seventh book in the Harry Potter series by J. K. Rowling), received more news coverage than the removal of Pluto as a planet in our solar system.
- Wizard Rock, a musical genre in which lyrics are heavily based on characters and situations from the Harry Potter books, has been gaining steam. Dozens of wizard rock acts are currently touring the country to wide appeal and have spawned two rockumentaries and garnered MTV coverage.

Whimsic Alley

- Whimsic Alley is a themed attraction, designed by Hollywood set designers, to evoke the sensation of entering a world of wizards, similar to that inhabited by the characters of the Harry Potter series.
- Whimsic Alley is currently the only full-time, permanent location in the world that caters primarily to Harry Potter and wizard-world fans.
- Whimsic Alley is the world's largest producer and distributor of wizard-world apparel and accessories such as robes, cloaks, witch and wizard hats, costumes and magic wands.
- Whimsic Alley carries the world's largest selection of Harry Potter branded merchandise.
- Its first book, *The Whimsic Alley Book of Spells*, is a compilation of fictitious and fanciful spells submitted by Whimsic Alley fans, visitors and customers of all ages. The book has received worldwide distribution and will be followed by the soon to be released *Whimsic Alley Book of Potions*. Future releases in the series include a novel, *Tales of Whimsic Alley*, which is expected to receive significant media attention.
- Whimsic Alley is the premiere West-Coast venue for Wizard Rock concerts.
- Whimsic Alley will play host to what may be the year's largest independent Half-Blood Prince movie release party.
- Whimsic Alley's products have been featured on TV shows, feature films, and U-Tube videos.
- Whimsic Alley has been a major sponsor and principal vendor at the Harry Potter conventions throughout the U.S. and Canada since 2003.
- Fan demographics, based on studies by Whimsic Alley and by the Harry Potter conventions, suggest that the target audience is over 60% female, ages 18-35.

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