



# Harry Potter

## THE EXHIBITION

### HARRY POTTER: THE EXHIBITION INVITES EVERYONE TO EXPERIENCE THE MAGIC THIS HOLIDAY SEASON

*Makes a Wonderful Seasonal Outing, Stocking Stuffer, or Holiday Surprise*

**Tickets & Information at [atlanta.harrypotterexhibition.com](http://atlanta.harrypotterexhibition.com)**

**ATLANTA: November 15, 2022:** This holiday season, *Harry Potter: The Exhibition* is your one-stop shopping experience to enjoy a memorable seasonal outing with loved ones. Guests of any age can enjoy walking through the immersive behind-the-scenes exhibition, taking memorable photos together, shopping the colorful assortment of exclusive gifts in the retail store, and enjoying a selection of themed food and beverages available in the new café.

Located at 200 Peachtree in Downtown Atlanta, GA, the immersive behind-the-scenes experience celebrates the films and stories of *Harry Potter*, *Fantastic Beasts*, and the expanded WIZARDING WORLD, including *Harry Potter and the Cursed Child*, through beautifully crafted environments that honor the iconic moments, characters, settings, and beasts, created by J.K. Rowling and as seen in the films and stories. Visitors can personalize their experience through cutting-edge RFID wristband technology and get an up-close look at authentic props and original costumes from *Harry Potter* and *Fantastic Beasts* films. Throughout the spacious galleries that encompass over 38,000 sq. ft., visitors have the unique opportunity to engage with magical environments.

During the 2022 holiday season, experience the exhibition by touring the exhibition itself, shopping in the store which features an assortment of exhibition-specific items, and stopping by the new café that features an inspired food and beverage menu.

#### ***The Tickets:***

Tickets to *Harry Potter: The Exhibition* make great gifts starting at \$25 for children (12 and under) and \$29 for adults (13 and over), excluding taxes and fees. Additional ticket offerings include the Flextime ticket starting at \$59, good for any time or day (makes a great gift!), as well as a VIP ticket package, good for any time on the date selected, and includes a commemorative lanyard, complimentary audio guide, and a \$10 voucher to be used in the retail store at the Exhibition.

#### ***The Retail:***

The retail store features one-of-a-kind officially licensed products inspired by the *Harry Potter* films such as robes, t-shirts, hats, and scarves, and delicious treats featured in the movies and books such as Chocolate Frogs and the beloved Butterbeer. Ornaments for the holiday tree are also part of the offering this year and make for the perfect adornment for the tree. The store is also accessible for guests to shop without purchasing a ticket to the exhibition and makes a perfect complement to any holiday ticket surprise.

#### ***The Cafe:***

Guests can indulge in a variety of savory and sweet items available in vegan, vegetarian and gluten-free options, some of which are specially themed, including drinks such as “The Philosopher’s Stone” and “Cloak of Invisibility” as well as chocolate truffles and dessert items such as mini brown buttered

and chocolate fondue cakes. Visitors can experience the café without purchasing a ticket to the exhibition.

[Harry Potter: The Exhibition](#) was created and developed by Imagine Exhibitions in partnership with Warner Bros. Discovery Themed Entertainment in association with EMC Presents. For general exhibition FAQs, visit [here](#). Interviews with Imagine Exhibitions and photography are available upon request. Visit [www.HarryPotterExhibition.com](http://www.HarryPotterExhibition.com) to register for updates on the immersive experience.

### **The reviews are in!**

“Harry Potter: The Exhibition fills a particular niche in the Harry Potter fan experience. Where the theme parks might offer interactive, true-to-world elements and a visit to the London studios offers a behind-the-scenes look, Harry Potter: The Exhibition is a unique and effective meld of the two.” – **Atlanta News First**

“One of the biggest and best-selling book and blockbuster movie franchises of our time has set up shop in Downtown Atlanta. It’s called Harry Potter: The Exhibition.” – **WSB-TV**

“If you’ve always dreamed of literally stepping inside the Wizarding World made famous through J.K. Rowling’s Harry Potter books, the time has finally come.” – **Fox 5 Atlanta**

“My husband and I had a great time embracing all of the fun callbacks and designs, and it’s also fun to be around others who are pointing things out and delighting in these flourishes as well. Bottom line: I recommend it.” – **Allison Keene, Paste Magazine**

“If you love the franchise’s costumes, this is the place for you.” – **Atlanta Magazine**

“Even as a decidedly non- “Potter” aficionado, this was a wonderfully enjoyable way to spend an afternoon.” – **Eldredge ATL**

“Visitors get to see themselves on the Marauder’s Map, see a first edition copy of the book version of “Harry Potter and the Sorcerer’s Stone.” – **Gwinnett Daily Post**

“Harry Potter: The Exhibition Atlanta is a utopia of everything magic. Fans of all ages need to experience it, as it immerses visitors in the culture, history, and nostalgia of this magical world.” – **Mommy Poppins**

“Harry Potter: The Exhibition in Atlanta, Georgia, is a breathtaking experience that will take you from one world to another.” – **Muggle Net**

“The replica set pieces are impressively accurate, including Harry Potter’s tiny cupboard quarters under the stairs before he joins Hogwarts, Hagrid’s huge chair and the telephone booth in Whitehall that serves as the visitor’s entrance for the British Ministry of Magic Headquarters.” – **The Atlanta Journal-Constitution**

### **About Wizarding World:**

In the years since Harry Potter was whisked from King’s Cross Station onto Platform nine and three quarters, his incredible adventures have left a unique and lasting mark on popular culture. Eight blockbuster films based on the original stories by J.K. Rowling have brought the magical stories to life, and today, the Wizarding World is recognized as one of the world’s best-loved brands.

Representing a vast interconnected universe, it also includes three epic *Fantastic Beasts* films, *Harry Potter and the Cursed Child* – the multi-award-winning stage-play, state-of-the-art video and mobile games from Portkey Games, innovative consumer products, thrilling live entertainment (including four theme park lands) and insightful exhibitions.

This expanding portfolio of Warner Bros.-owned Wizarding World tours and retail also includes the flagship Harry Potter New York, Warner Bros. Studio Tour London – the Making of Harry Potter, Warner Bros. Studio Tour Tokyo, and the Platform 9 ¾ retail shops.

The Wizarding World continues to evolve to provide Harry Potter fans with fresh and exciting ways to engage. For the worldwide fan community, and for generations to come, it welcomes everyone in to explore and discover the magic for themselves.

**About Warner Bros. Discovery Themed Entertainment:**

Warner Bros. Discovery Themed Entertainment (WBDGTE), part of Warner Bros. Discovery Global Brands and Experiences, is a worldwide leader in the creation, development, and licensing of location-based entertainment, live events, exhibits, and theme park experiences based on Warner Bros.' iconic characters, stories, and brands. WBDGTE is home to the groundbreaking global locations of The Wizarding World of Harry Potter, Warner Bros. World Abu Dhabi, WB Movie World Australia, and countless other experiences inspired by DC, Looney Tunes, Scooby, Game of Thrones, Friends, and more. With best-in-class partners, WBDGTE allows fans worldwide to physically immerse themselves inside their favorite brands and franchises.

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**About Imagine Exhibitions:**

Atlanta-based world leader in narrative-driven, immersive theatrical design, story-telling, and immersive experiences, Imagine Exhibitions, Inc. creates sophisticated, high-quality experiences for museums, brands, venues, and integrated resorts across the globe. From ideation to operation, Imagines' team of industry pioneers draws upon decades of success in the fields of immersive design experiences and entertainment to consistently create and implement memorable and thought-provoking environments. The company's custom experiences deliver focused messaging and serve to increase attendance wherever it is presented. Imagine Exhibitions, Inc. is a global pioneer in traveling entertainment, responsible for many internationally recognized exhibitions such as *Harry Potter: The Exhibition*, *Titanic: The Exhibition*, *The Hunger Games: The Exhibition*, *Angry Birds: The Art & Science Behind a Global Phenomenon*, *Jurassic World: The Exhibition*, and *Downton Abbey: The Exhibition*.

Imagine Exhibitions is currently presenting more than 40 unique exhibitions in museums, science centers, aquariums, integrated resorts, and non-traditional venues worldwide. The company also continues to design, open, and operate its own venues, along with creating and implementing permanent and semi-permanent museum, brand, entertainment properties, and food and beverage experiences. For more information, visit [www.ImagineExhibitions.com](http://www.ImagineExhibitions.com) or find us on Facebook.

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