



Harry Potter™

THE EXHIBITION

THE BLOCKBUSTER EXPERIENCE

HARRY POTTER™: THE EXHIBITION IN ATLANTA ENTERS FINAL WEEKS

A MUST SEE BEFORE IT LEAVES THE SOUTHEAST!

ATLANTA: January 20, 2022: Harry Potter™: The Exhibition now enters its final weeks at 200 Peachtree in Downtown Atlanta. The exhibition will close on February 28, 2023, having welcomed fans of the Wizarding World across the state of Georgia and beyond, including visits from those in all 50 states, 44 countries, and 6 continents!

Enthusiastic reactions to the exhibition have also been received from top media outlets including *Atlanta Journal-Constitution*, *Atlanta Magazine*, *Atlanta News First*, *Paste Magazine*, *Muggle Net*, *WSB-TV*, and more.

The iconic experience invites fans to experience the behind the scenes magic firsthand. As the exhibition heads into the closing weeks, visitors are encouraged to bring a friend on “Two For One Tuesdays,” a brand new ticket offering that gives guests a fantastic paired price for a limited time.

Harry Potter: The Exhibition Atlanta allows fans the chance to celebrate the wonder of the *Harry Potter* series as well as and the wider Wizarding World in this unique and interactive way. Upon check in, personalize your experience by picking your Hogwarts house, Patronus and favorite character wand and then earn points for your house throughout the adventure. The spacious galleries encompass over 38,000 sq. ft. giving visitors the unique opportunity to go behind the scenes, engage and walk-through iconic environments including The Great Hall, Hogwarts classrooms, Hagrid’s Hut and The Forbidden Forest. Test your Quidditch skills, place your name on Marauder’s Map and see film costumes, props and artifacts up close in the incredible Exhibition.

To top off the one-of-a-kind experience, the Café features an inspired food and beverage menu, including savory and sweet items and specially themed drinks such as “The Philosopher’s Stone,” a special mix of cranberry, lime and pineapple juices with a splash of soda and an Edible Smoke Bubble, completing the magical presentation.

Guests also can enjoy the retail store with official licensed collectibles and treats including bespoke art from Minalima, the graphic design duo from the *Harry Potter* and *Fantastic Beasts* films, bottled Butterbeer, notable snacks like Chocolate Frogs and Bertie Botts Every-Flavor Jelly Beans, and exclusive

Harry Potter: The Exhibition Atlanta items only available in store and online for a limited time. The store and Cafe are open to the public and do not require an Exhibition ticket to visit.

“This will be the only time my fellow Atlantans will have the chance to see this immersive exhibition with hundreds of original props and costumes that were actually used in the movies,” said Tom Zaller, President and CEO of Imagine Exhibitions. “With only weeks left, this is a must see for all fans of Harry Potter!

Tickets are available now through February 28. The Exhibition is open Sunday-Thursday, 9:30 a.m.-7:30 p.m., and Friday-Saturday, 9:30 a.m.-9:30 p.m. Tickets are available for purchase [here](#) and start 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, 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. Reserve your parking in advance [here](#).

[Harry Potter™: The Exhibition](#) was created and developed by Imagine Exhibitions in partnership with Warner Bros. Discovery Themed Entertainment in association with EMC Presents.

General exhibition FAQs are [here](#). Interviews with Imagine Exhibitions are available upon request and the digital press kit is [here](#).

Visit www.HarryPotterExhibition.com to register for updates on the experience. Fans are encouraged to follow [Harry Potter: The Exhibition](#) on [Facebook](#), [Instagram](#), and [Twitter](#) and through the #HarryPotterExhibition hashtag.

Harry Potter™: The Exhibition Atlanta Reviews:

“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**

“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](#)

“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 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 ... 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 or find us on Facebook.

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