



**EXTENDED DUE TO POPULAR DEMAND
HARRY POTTER™: THE EXHIBITION IN ATLANTA WILL CONTINUE TO
WELCOME VISITORS THROUGH APRIL 16**

NEW TICKETING OPTIONS ARE THE PERFECT ADDITION TO ANY SPRING BREAK PLANS

ATLANTA: February 8, 2022: Due to popular demand, Harry Potter™: The Exhibition's Atlanta run has been extended at 200 Peachtree in Downtown Atlanta. The exhibition will now close on April 16, 2023, giving more WIZARDING World fans the chance to experience the magic.

Having already welcomed patrons from across the state of Georgia and beyond, including visits from those in all 50 states, 44 countries, and 6 continents, Harry Potter: The Exhibition Atlanta continues to delight and inspire the masses.

With this extension, those in the state of Georgia and neighboring Southeast markets like Chattanooga, Birmingham, Charlotte and Raleigh, to name a few, can plan a trip to Atlanta across Spring Break weeks and long weekends through April.

"We are beyond thrilled with the response to Harry Potter: The Exhibition in Atlanta and excited to extend the time here," said Tom Zaller, President and CEO of Imagine Exhibitions. "I hope this news gives more fans the chance to make plans to see this one-of-a-kind experience. It's the perfect Spring Break outing for any age, and a great addition to a local vacation or staycation."

Enthusiastic reactions to the exhibition have been received from top media outlets including *Atlanta Journal-Constitution*, *Atlanta Magazine*, *Atlanta News First*, *Paste Magazine*, *Muggle Net*, *WSB-TV* as well as Southeast shows like *The Daily Refresh in Chattanooga* and *Tennessee Valley Living*.

To celebrate the added dates, Harry Potter: The Exhibition has announced new ticket offerings and packages:

Two-for-One Tuesdays

Bring a friend and save on Tuesdays now for a limited time. Don't miss the chance to share the magic of this spellbinding experience at the best price.*

**Tickets for this special offer will be priced at 50% of the face value timed general admission adult tickets only, excluding fees. No minimum purchase necessary. Cannot be combined with any other offer. Some exclusions apply. Not valid on VIP Tickets or Flextime Tickets.*

Wizarding Wednesdays

Bring the entire family to Harry Potter: The Exhibition Atlanta! Every Wednesday, get 4 tickets for the price of 3, a savings of up to \$29! Plus, receive a \$20 credit for the Harry Potter: The Exhibition retail store. Don't miss your chance to embark on this spellbinding journey with the entire family!

Harry Potter: The Exhibition – After-Hours Night on March 24

Do you remember waiting at the bookstore for the release of a new Harry Potter™ book? Did you ever dress up for a midnight film premiere? Or are you a newer fan looking to discover more about the Wizarding World and explore the exhibition at your own pace? Then this event is for you! Get ready to join fellow witches and wizards who are 18+ for Harry Potter: The Exhibition – After-Hours night.

Harry Potter: The Exhibition Atlanta allows fans the chance to celebrate the wonder of the *Harry Potter* series as well as 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.

Harry Potter: The Exhibition Atlanta Information:

Tickets are available now through April 16. 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 Global Themed Entertainment and 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**

“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**

“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 Global 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.

WIZARDING WORLD and all related trademarks, characters, names and indicia are © & [™] Warner Bros. Entertainment Inc. Publishing Rights © JKR. (s23)

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.

About EMC Presents

EMC Presents is a partnership between CTS Eventim, one of the leading international providers of ticketing services and live entertainment, and award-winning tour promotor and producer Michael Cohl, creating one of the strongest global networks of promoters and venues. The partnership provides a comprehensive worldwide live entertainment platform, creating extraordinary shows and experiences, from concept creation to production and promotion. Michael Cohl's career spans over 45 years as a Producer and Promoter for iconic entertainers, having worked with the world's most recognized artists including Barbra Streisand, Oprah Winfrey, The Rolling Stones, Pink Floyd, U2,

Michael Jackson, Frank Sinatra and many more. Michael's strategies are credited with revolutionizing the touring industry worldwide. Besides his storied history in the music industry, Cohl has promoted multiple successful exhibitions including the original King Tut exhibit, "John Lennon: The New York City Years", Bodies: The Exhibition, Jurassic World: The Exhibition, and Pink Floyd: Their Mortal Remains. Cohl, previously the chairman of Live Nation, was inducted into the Canadian Rock n Roll/ Music Hall of Fame and has received a star on Canada's Walk of Fame. Among his many other awards, Cohl has also been honored with an Emmy, the Billboard Legend of Live Award, the TJ Martell Foundation Man of the Year Award, a Peabody Award, and a JUNO Award for Special Achievement.

For Media Inquiries for Harry Potter™: The Exhibition in Atlanta, GA:

Mandy Rodgers | Mandy Kay Marketing |

770.402.8270 | mandy@mandykaymarketing.com

For General Media Inquiries:

Lindsay Kiesel | Warner Bros. Discovery Global Brands & Experiences |

Lindsay.Kiesel@warnerbros.com

Joy Deibert | Director of Content and Communications, Imagine Exhibitions |

jdeibert@imagineexhibitions.com

For business-related inquiries, including hosting the exhibition:

sales@imagineexhibitions.com

#