

*'It's incredible, it's humbling, and it's uplifting to see people going out there and doing that in the name of your character...
What did my books preach against throughout? Bigotry, violence, struggles for power, no matter what.'*
J.K. Rowling on the Harry Potter Alliance, Time Magazine

About the Harry Potter Alliance

The HP Alliance takes an outside of the box approach to activism by using parallels from the Harry Potter books to educate and mobilize young people across the world toward working for social change.

Through Myspace, Facebook, email lists, live podcasts, and a vibrant network of Harry Potter news sites and Wizard Rock bands (indie rock bands across the world that sing about Harry Potter) the Harry Potter Alliance regularly communicates with over 100,000 people. The average person we reach is very passionate, enthusiastic, and idealistic - but often has very few activist outlets that speak to them. By translating some of the world's most pressing issues into the framework of Harry Potter, it makes activism something easier to grasp and less intimidating.

Harry Potter Alliance Chapters

The Harry Potter Alliance has more than 30 active chapters in four countries. Each chapter works with the Harry Potter Alliance on projects which we help them develop and relate back to Harry Potter. New chapters are constantly forming, and established chapters frequently accomplish their goals and then set new ones. Chapters exist in large cities and small towns, schools and communities, for middle schoolers through adults. Some have social activism and leadership experience; others are just starting out.

Media Coverage

The Harry Potter Alliance has been featured in numerous publications, including the following:

Time Magazine - *NY Times Best Seller "Not On Our Watch: the Mission to End Genocide in Darfur and Beyond"* - The Chicago Tribune Business Section - *Politico Newspaper* - The Boston Phoenix - *The LA Times* - The San Jose Mercury News - *MTV News* - UN Radio - *Wired News* - nypost.com - *startribune.com* - The Huffington Post - In These Times - *Numerous Political blogs, including openleft.com and livingliberally.com*

Where to Find Us

The Site: www.thehpalliance.org
The Common Room:
<http://thehpalliance.ning.com/>
YouTube: www.youtube.com/thehpalliance
Twitter: @thehpalliance
Facebook: "The HP Alliance" group
Myspace: www.myspace.com/hpalliance



A look at Harry Potter Alliance projects, past and present

Civilian Protection – Just like the Ministry ignored Voldemort's return, much of the world is still ignoring the atrocities in Darfur and Eastern Burma. The Harry Potter Alliance promotes both education about the situations in Darfur and Burma as well as encourages fundraising for aid. In coalition with STAND's Civilian Protection Program, the HPA has a program where every \$3 dollars raised can keep one Darfuri woman – one Lily Potter – from being raped for a week, and every \$5 dollars raised can provide radio access – a real world Potterwatch – to a family in Burma, allowing them to minimize losses due to raids.

Rocking Out Against Voldemedia – The Harry Potter Alliance is fighting for what Harry, the Order of the Phoenix, and Potterwatch did not have: the right to a free press. Media consolidation meant that the Daily Prophet provided all the news, and was able to report false information. In collaboration with Free Press and Stop Big Media, Rocking Out Against Voldemedia is a campaign to stop media consolidation and fight for the free media we need and deserve.

Breaking Out of the Muggle Mindset – Muggles like the Dursleys were perfectly happy to be normal – much like today's culture, which encourages us to conform to other people's definition of beauty, popularity, and intelligence. But wizards are taught to be creative and expressive – and the Harry Potter Alliance encourages that creativity by providing ideas for activities and encouraging people to celebrate those traits that make us different.

Magical Acts of Kindness – Just like Cheering Charms, small acts of kindness can make a huge difference in everyday life. Magical Acts of Kindness is all about brainstorming, performing, and celebrating these different tasks we can do. With the Harry Potter Alliance forums available as a means of sharing individual acts and inspiring others to perform acts of their own, Magical Acts of Kindness creates a community of caregivers.

Accio Books – If there's anyone who knows the power of books, it's got to be a Harry Potter fan! Whether they are teens orphaned by the genocide in Rwanda fifteen years ago, or kids growing up in your own town, everyone deserves to have access to the magic of reading. That's why in March of 2009, the Harry Potter Alliance partnered with the Agahozo-Shalom Youth Village in Rwanda to sponsor the Accio Books project. Harry Potter fans donated over 13,000 books to kids in Rwanda, Sierra Leone, and their own local communities.

Don't Buy New Stuff 2009 – Maybe you got 39 birthday presents this year like Dudley Dursley, or perhaps you're happy with just a Weasley sweater. In any case, it's never a bad thing to think about stuff—where it comes from and where it's going. The No New Stuff challenge aims to do just that: to get us thinking and to start a dialogue about consumer culture, and how to be conscious consumers in a tough economy. Paul DeGeorge of Harry and the Potters and Matt Maggiacomo of the Whomping Willows, both wizard rockers and board members of the Harry Potter Alliance, have resolved to avoid buying new stuff for the first 6 months of 2009, and challenge any willing Harry Potter Alliance members to join them. They update their progress on weekly video blogs on the Harry Potter Alliance YouTube channel (www.youtube.com/thehpalliance).

Genocide Prevention – When the International Criminal Court (a Muggle version of the Wizengamot) issued a warrant for the arrest Omar al-Bashir (a real-life Voldemort), the situation in Sudan got quickly out of hand. In retaliation, al-Bashir kicked out thirteen aid agencies which were providing the resources that over 1 million displaced people depended upon. Rallying under the motto that "Yes We Can End Genocide," Harry Potter Alliance members are contacting their representatives and calling the 1-800-GENOCIDE hotline to urge President Obama to take action for the people of Darfur. Already the President has appointed a special envoy to be sent to the region, but there is still much that needs to be done to return the aid agencies and ensure the safety and well-being of the people of Darfur.