



**FOR IMMEDIATE RELEASE**

***HARRY POTTER™ TO CAST SPELL ON MUSEUM OF SCIENCE, BOSTON***

***MUSEUM WILL HOST EAST COAST PREMIERE OF  
HARRY POTTER: THE EXHIBITION***

***International Touring Exhibition to Open in Boston October 25, 2009***

***Tickets Now On Sale at [mos.org](http://mos.org)***

BOSTON, Massachusetts—July 22, 2009—This fall, *Harry Potter* fans will get the chance to step inside the famous wizard's magical world through *Harry Potter: The Exhibition*, which opens at the Museum of Science, Boston on October 25, 2009, at 9 a.m. Tickets are now available online at [mos.org](http://mos.org) or by calling 617-723-2500, 617-589-0417 (TTY). Visitors will be able to experience dramatic displays inspired by the Hogwarts™ film sets and see the amazing craftsmanship behind authentic costumes and props from the films. *Harry Potter: The Exhibition* will run in Boston through February 21, 2010.

The Museum of Science is the only New England venue to host the exhibition and the second venue worldwide. *Harry Potter: The Exhibition* made its highly successful global premiere at Chicago's Museum of Science and Industry last April and will run there through September 27, 2009, before traveling to New England. After its Boston run, the exhibition will be displayed in other major cultural and entertainment venues, museums and institutions in the U.S. and internationally.

In partnership with Warner Bros. Consumer Products, Exhibitgroup/Giltspur created the 10,000-square-foot exhibition, which will be updated to include artifacts and costumes from the final installments of the *Harry Potter* film series, once the production of these films has been completed. The sixth film in the series, *Harry Potter and the Half-Blood Prince*, opened in theaters July 15, 2009.

“Offering an exclusive look at some of the most iconic artifacts and scenic elements from the beloved films, the Museum of Science in Boston will certainly become the hub of excitement for *Harry Potter* fans when it arrives this October,” said Karen McTier, Executive Vice President, Domestic Licensing and Worldwide Marketing, Warner Bros. Consumer Products.

*Harry Potter: The Exhibition*, offers fans a first-hand view at more than 200 authentic artifacts displayed in settings inspired by the film sets—including the Great Hall, Hagrid's hut, the Gryffindor™ common room—and more.

"We are thrilled with the reception the exhibition has received in Chicago and we are honored to be able to bring it to one of the greatest museums on the East Coast," said Eddie Newquist, President, Exhibitgroup/Giltspur Branded Entertainment. "Fans young and old from around the world have given us tremendous positive feedback, and we are hopeful that all the *Harry Potter* fans in the Boston area will have a chance to visit this one-of-a-kind exhibition."

"*Harry Potter* has captivated the imagination of children and adults around the globe. Through the art and technological wizardry of movie-making, the *Harry Potter* films have brought to life an enchanting and complex world," said Ioannis Miaoulis, President and Director of the Museum of Science. He added, "As a world-class cultural institution, the Museum is excited to offer our visitors the opportunity to immerse themselves in a world that has so richly bridged cultures and generations. We're confident that this exhibition will attract visitors of all ages—some of whom may never have visited a science center. This exhibit will spark their curiosity and imagination, leading them to experience the excitement of discovery that's also at the heart of the Museum's science and technology exhibits and programs."

*Harry Potter: The Exhibition* will open at 9 a.m. on Sunday, October 25, 2009, and run through Sunday, February 21, 2010. The exhibition requires a time-entry ticket and will be open for guests during the Museum's regular Exhibit Hall hours: Saturday through Thursday, 9 a.m. to 5 p.m. and Friday, 9 a.m. - 9 p.m. Tickets for the exhibition can now be purchased on site at the Museum, through the Museum's web site [mos.org](http://mos.org), or by calling 617-723-2500, 617-589-0417 (TTY). Combination admission into the Museum and *Harry Potter: The Exhibition* is \$26 for adults; \$24 for seniors (60 and over); \$23 for children (ages 3-11) and \$5 for Museum of Science members.

### **About the Museum of Science, Boston**

The Museum takes a hands-on approach to science, engineering and technology, attracting about 1.5 million visitors a year via its programs and 700 interactive exhibits. Founded in 1830, the Museum was first to embrace all the sciences under one roof. Highlights include the Thomson Theater of Electricity, Charles Hayden Planetarium, Mugar Omni Theater, Gordon Current Science & Technology Center, 3-D Digital Cinema and Butterfly Garden. The Museum is the first science and technology center to be approved as a member of the Association of Zoos and Aquariums (AZA). Reaching 25,000 teens a year worldwide via the Intel Computer Clubhouse®, the Museum also leads a multi-museum, \$20 million National Science Foundation-funded nanotechnology education initiative. The Museum's "Science Is an Activity" exhibit plan has been awarded many NSF grants and influenced science centers worldwide. Its National Center for Technological Literacy® aims to enhance knowledge of engineering and technology for people of all ages and inspire the next generation of engineers, inventors, and scientists. The Museum is ranked #3 by Parents Magazine in its list of the country's "Ten Best Science Centers." For more information visit [mos.org](http://mos.org).

### **About Exhibitgroup/Giltspur**

Exhibitgroup/Giltspur (EG) is an award-winning experiential marketing agency known for creating meaningful and memorable connections between leading companies and their customers. By producing powerful brand experiences through exhibits, events, mobile marketing tours, permanent installations, and temporary retail environments, EG helps clients accelerate the sales process, deepen brand loyalty and consistently deliver superior results. The company also creates branded entertainment experiences that surprise and delight audiences worldwide. Backed by the financial strength of its parent company, Viad Corp (NYSE: VVI), EG employs nearly 600 professionals in 28 client care centers throughout the world. For more information about EG, please visit [www.e-g.com](http://www.e-g.com).

### **About Warner Bros. Consumer Products**

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

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