



# Harry Potter™

## THE EXHIBITION

**GROUNDBREAKING EXHIBITION MAKES ATLANTA HOME THIS FALL  
FOR SECOND STOP ON U.S. TOUR  
TICKETS ON SALE SOON!**

Register at [www.HarryPotterExhibition.com](http://www.HarryPotterExhibition.com) to be the first to hear the latest news on this experience.

**ATLANTA: September 1, 2022** – Warner Bros. Themed Entertainment, in partnership with Imagine Exhibitions and EMC Presents, announce that *Harry Potter: The Exhibition*, the most comprehensive touring exhibition ever presented about the Wizarding World, will make its second stop on its North American tour in Atlanta, Georgia. It will open in the heart of downtown Atlanta on Friday, October 21, at 200 Peachtree Street, with a press conference and viewing for media on Thursday, October 20.

Tickets for Atlanta will go on sale on Wednesday, September 28, but fans who are a part of the Harry Potter Fan Club will receive exclusive access to presale tickets on September 25.

The world premiere of *Harry Potter: The Exhibition* opened this past February at the Franklin Institute in Philadelphia, PA, where it was seen by hundreds of thousands of fans – ranking as one of the most visited exhibitions in the history of the museum. In addition to Atlanta, the exhibition will continue to tour globally, extending into more cities in Latin America, Asia, and Europe, including the recently announced stop in Vienna, Austria in December 2022.

“Building on the tremendous success in Philadelphia, we are so excited to bring *Harry Potter: The Exhibition* to the city of Atlanta, the world headquarters of Imagine Exhibitions, and my hometown,” **said Tom Zaller, President and CEO of Imagine**

**Exhibitions.** “We create experiences all over the world and it’s nice to show our city what we do.”

**Michael Cohl, the Chairman of EMC Presents,** said: “We at EMC are thrilled to be a part of this incredible immersive exhibition and we’re excited that we can bring the show to more visitors in more locations around the world. I personally can’t wait to bring my kids and grandkids to see all the original props and costumes and experience the interactive features in the exhibition.”

“We are delighted to welcome a family-friendly exhibition to Atlanta that contributes to our diverse portfolio of offerings,” said **William Pate, president and CEO, Atlanta Convention & Visitors Bureau.** “We look forward to Harry Potter: The Exhibition captivating visitors through a comprehensive immersive experience.”

The behind-the-scenes exhibition uses the latest innovations in immersive design and technology. It celebrates the films and stories of *Harry Potter*, *Fantastic Beasts*, and the expanding 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 will get an up-close look at authentic props and original costumes from *Harry Potter* and *Fantastic Beasts* films and will have the opportunity to engage with innovative, awe-inspiring, and magical environments and installations in ways never before experienced in a touring exhibition. *Harry Potter: The Exhibition* introduces a unique comprehensive touring experience that will enchant both new and devoted Wizarding World fans.

Visit [www.HarryPotterExhibition.com](http://www.HarryPotterExhibition.com) to register to be the first to know all news related to this immersive experience. To become a member of the Harry Potter Fan Club you can sign up for free at [www.wizardingworld.com/harry-potter-fan-club](http://www.wizardingworld.com/harry-potter-fan-club).

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### **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. Themed Entertainment**

Warner Bros. Themed Entertainment (WBTE), part of Warner Bros. Discover 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. WBTE 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-Doo, Game of Thrones, Friends and more. With best-in-class partners, WBTE allows fans around the world 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, Imagine's 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 they are 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.

### **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 Barbara 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.

### **About 200 Peachtree**

Located on Peachtree Street in the heart of Downtown Atlanta, the former historic Macy's Department Store is now the home to Southern Exchange Ballrooms and corporate event space. Within Southern Exchange is a full-service catering company led by famed Certified Master Chef Rich Rosendale's Rosendale Events, as well as world-renowned Event Designer Brian Worley's B. Worley Productions with industry leading audio-visual production company SEAV Event Technology. 200 Peachtree is walkable proximity to hotels and restaurants, exciting street life, and easy access by car or public transit. 200 Peachtree adjoins the Westin Peachtree Plaza Hotel, and lies within steps of The Ritz-Carlton, Hyatt Regency Atlanta, The Ellis Hotel, Atlanta Marriott Marquis, and Hotel Indigo. 200 Peachtree is a part of the revitalization of downtown and the Peachtree Corridor with four restaurants, retail, office, and special event space. For more information, please visit [www.southernexchange.com](http://www.southernexchange.com).

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