

Pottermore to reveal exclusive new information at A Celebration of Harry Potter

Written by Administrator

Tuesday, 07 January 2014 12:30 -

From Pottermore --

Pottermore, the digital platform for Harry Potter will be taking part in *A Celebration of Harry Potter* at The Wizarding World of Harry Potter at Universal Orlando Resort in Florida from January 24-26, 2014, and presenting an exclusive audio clip from J.K. Rowling.

Pottermore's Creative Director, Tom Hodgson, will appear on a panel during the event to give a behind-the-scenes look at the online experience Pottermore.com, to reveal beautiful new artwork from the next instalment of *Harry Potter and the Goblet of Fire*, and to preview an exclusive audio clip from J.K. Rowling, in which she gives a mischievous and somewhat unexpected back-story to one of her most colourful Harry Potter characters.

In addition to this panel event, Pottermore will have a booth within the Harry Potter Expo area at *A Celebration of Harry Potter*, where fans can experience Pottermore.com for themselves, watch an artist illustrate upcoming creatures, and sample the Harry Potter eBooks and digital audio books.

A Celebration of Harry Potter is a special event hosted by Universal Orlando Resort and Warner Bros. Entertainment that will celebrate all of Harry's adventures and bring the films, books and digital world of Harry Potter together in an exciting three-day event.

Tom Hodgson will be taking part in a Pottermore panel on Saturday January 25, and the Pottermore booth at the Harry Potter Expo will be open throughout the weekend, giving demos and a peek behind the scenes for eager Harry Potter fans from across the world.

1. Pottermore from J.K. Rowling reaches across multiple digital platforms to bring even more of the world of Harry Potter to life. It encompasses an online experience and community, and an online shop exclusively retailing the Harry Potter eBooks and digital audio downloads. Pottermore is partnered by Sony.

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1. Pottermore.com launched in 2012 and is an evolving digital platform, building an immersive world where you can explore more from the world of Harry Potter and discover brand new writing from J.K. Rowling.

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1. Tom Hodgson (Hufflepuff) is the Creative Director of Pottermore.

Co-inciding with *A Celebration of Harry Potter*, Pottermore has just begun a trial partnership with Virgin Atlantic, in which Stephen Fry's reading of *Harry Potter and the Philosopher's Stone* is exclusively available as in-flight audio entertainment on Virgin Atlantic flights.