



THE HARRY POTTER ALLIANCE

press@thehpalliance.org

thehpalliance.org

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## **Not in Harry's Name Campaign Questions and Answers**

### **What is fair trade, and how does it relate to the Harry Potter-branded chocolate produced by Warner Bros.?**

Fair Trade products are labeled as such because they have been certified ethical. This means that everyone involved in the creation of the product was treated fairly, given reasonable working conditions, and paid a living wage for their work.

Conversely, most chocolate is sourced through unethical conditions: the cocoa farm workers live in poverty, if they are paid at all, and work virtually all day with short breaks for sleeping at night. In extreme cases, cocoa farms have been staffed with child slaves: children abducted from their homes and forced to farm cocoa under harsh conditions and physical brutality. Warner Bros. chocolate is not certified ethical; as they have yet to provide evidence of their self-proclaimed ethical practices, one can only assume that Warner Bros. follow the commonly unethical practices.

In the Potter series, chocolate is a force for good—it is the most effective cure for a Dementor attack by restoring warmth and hope in those who consume it. It is essentially a Muggle product with magical qualities, a trait that emphasizes how special and important it truly is. But chocolate made on the backs of child slaves would never have that kind of effect. It would never give hope or warmth or magic. If Harry and his friends knew that their chocolate was made under those kinds of conditions, they wouldn't stand for it. Hermione in particular, who started S.P.E.W. (Society for the Promotion of Elfish Welfare), would have been thoroughly disgusted, considering that many house elves suffer similar slave labor.

The "Not in Harry's Name" Campaign is based on the idea that Harry would never stand for such brutality to be inflicted upon cocoa workers in his name. Therefore, Potter fans are taking a stand against Warner Bros. by asking them to stop using non-Fair Trade chocolate in their Potter-branded candy.

### **How is this campaign different from your previous "Not in Harry's Name" Campaign? What steps have you previously taken in this campaign and what has been Warner Bros.' response?**

In our previous campaign, we created a petition asking Warner Bros. to stop using non-Fair Trade chocolate in the creation of its Harry Potter-branded products. Thousands of our members added their name prior to its delivery to Warner Bros.

In response, Warner Bros. sent us a letter stating that they didn't see anything wrong with their current sourcing guidelines, so we're stepping up our efforts with this reinvigorated campaign.

We are doing this by sending them Howlers (videos by Harry Potter fans expressing their desire for Fair Trade chocolate in Potter-branded candy), mailing petition signatures and cease and desist letters to the Warner Bros. offices, and drawing general attention to how their chocolate is made.



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**Do any of the people involved with either the books or the films approve of this campaign?**

Throughout the campaign, several of the Potter actors added their names to our petition, specifically Evanna Lynch (Luna Lovegood), Jason Issacs (Lucius Malfoy), Natalia Tena (Nymphadora Tonks), and Mark Williams (Arthur Weasley).

**How can interested parties get involved in the campaign?**

Interested parties can join our campaign by signing our petition, creating their own Muggle Howler, sending cease and desist letters to WB, and spreading the word about the campaign on social networking sites to raise awareness. All of that information and more can be found on our "Not in Harry's Name" webpage at [www.thehpalliance.org/nihn](http://www.thehpalliance.org/nihn).

**What's a Howler and why are you asking your members to create them?**

In the Potter series, a Howler is a type of letter sent when one really needs to get a message across. A Howler is loud and yells its contents to ensure that it cannot be ignored. Similarly, we are stepping up our efforts to let Warner Bros. know that they cannot continue to ignore the fact that their chocolate is possibly sourced through unethical practices. We are asking our members to create their own video Howlers on YouTube. These videos can be seen at [www.youtube.com/mugglehowlers](http://www.youtube.com/mugglehowlers).