



THE HARRY POTTER ALLIANCE
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Barry M Meyer
CEO
Warner Brothers
4000 Warner Boulevard
Burbank, CA. 91522
(c/o Corporate Communications)

November 23, 2011

Dear Mr. Meyer,

I hope that the start of the holiday season finds you well. Things with the HPA have been going nicely. Just last week I attended the opening of a library that we built for an elementary school in Brooklyn. It has brought our members great joy to celebrate that every child has the right to read. It is on the subject of children's rights that I am writing.

As you know, last year we started "Not In Harry's Name," a campaign for all Harry Potter chocolate to become Fair Trade. Upon further investigation, our partners at Free2Work have found that Behr's Chocolate got an "F" in human rights. Based on this evaluation, there is a reasonable chance that the cocoa that makes up this chocolate is coming from children who have been kidnapped and forced to live lives of slavery.

In spite of your kindness and attention and excellent ethical sourcing guidelines, thus far our communication with Warner Bros. regarding Fair Trade chocolate has not been productive. I have spent an inordinate amount of time and energy kindly asking Ana de Castro to work with us in ensuring that Warner Bros. stay consistent with its excellent ethical sourcing guidelines. But Ms. de Castro and WBCP have proven to be disingenuous partners. They have ignored our petition, which was signed by over 16,000 Harry Potter fans in addition to four stars of the Harry Potter films.

We would like to continue to work with Warner Bros. Now that the films have finished, I have been told by friends in the industry that many behind the films are interested in engaging fans and keeping the brand alive through more philanthropic efforts. In light of this we should continue to maintain open and respectful communication in pursuit of a partnership.

Instead, while we weren't ignored or evaded, we were treated with insulting condescension. It suggests that Warner Bros. has mistaken our kindness and openness thus far for weakness. Warner Bros. has continued to act in a manner that suggests it cares for nothing but its image in spite of the very real facts that we sent the company regarding the probability of collusion with child slavery.



The children whose lives are at stake can't wait much longer and so we are giving you until 11:59 PM on New Year's Eve to demonstrate that you are committed to preserving the rights of children. You can do this by either showing irrefutable proof that the cocoa that Behr's chocolate uses is made in a way that can prove beyond a reasonable doubt is completely transparent and involves no child labor, or by committing to a switch to Fair Trade chocolate for all Harry Potter chocolate. We cannot accept anything in between.

Please understand that if nothing tangible or real happens by New Year's we will take that as a sign that Warner Bros. does not care for the voices of Harry Potter fans, the message of Harry Potter, and most importantly, the lives of children. Once this occurs we will bring our case before government regulatory bodies in the United States and United Nations and our movement will grow as we celebrate the protection of children's lives.

Instead of this course, let's make progress together by scheduling a meeting in person, with you along with members of your office of corporate responsibility. We can discuss this matter with all of its due immediacy as soon as you wish. Instead of meaningless conciliatory promises that are forgotten as soon as we have left, let's take the necessary steps to ensure that all chocolate used in Harry Potter merchandise is Fair Trade and thus consistent with your own sourcing guidelines.

Some of our members are planning to contact you directly within the next month. We sincerely hope that you will be more responsive than WBCP in demonstrating that you value the integrity of Warner Bros.' ethical sourcing guidelines and that you care about these children's lives.

Sincerely,



Andrew Slack
HP Alliance, Executive Director

