

PRESS RELEASE

COVENT GARDEN BRINGS SPELLBINDING ACTIVITIES TO VISITORS THIS SPRING IN PARTNERSHIP WITH HARRY POTTER

21st March 2022

- In celebration of the **Harry Potter Photographic Exhibition**, Covent Garden will bring magic to visitors through a range of interactive pop ups across the Piazza running from 8th - 24th April
- Visitors of all ages can unleash their imagination this Easter and get into the spirit of the much-loved franchise through activities including a giant wand installation, photo opportunities and more
- The April partnership follows the launch of the first Harry Potter Butterbeer Bar, which landed on the estate during February Half Term as part of Covent Garden's Family Food Festival

This Spring, Covent Garden - the home of family entertainment - announces an ongoing partnership with the much-loved **Harry Potter** franchise. The estate will welcome a selection of enchanting and immersive installations from 8th - 24th April, in celebration of the magical Harry Potter Photographic Exhibition's home in Covent Garden. This strategic partnership has been created to give visitors even more reasons to visit Covent Garden throughout the Easter period.

Throughout April and the Easter Holidays, visitors can step into the world of Harry Potter through an extraordinary range of photo opportunities including a giant wand installation, Platform 9 ¾ interactive photo moment and a LEGO® installation, with more to be announced. The activation will offer visitors the chance to take a break from shopping and immerse themselves in the wonders of the Wizarding World.

Following the success of the pop-up Butterbeer Bar during February's Family Food Festival, Covent Garden will be bringing back the exclusive bar for the Easter Holidays, serving bottled Butterbeer and Chocolate Frogs to visitors, in an engaging installation. The unique blend of top-secret ingredients make bottled Butterbeer a must try for any aspiring witch or wizard. Free souvenir tankards will be offered to anyone who purchases a bottle of Butterbeer from the pop-up and then goes on to buy a ticket to Covent Garden's Harry Potter Photographic Exhibition.

The **Harry Potter Photographic Exhibition** continues to charm fans and offers visitors a journey through filmmaking magic in a display of behind-the-scenes imagery and hundreds of iconic photographs. As well as a look behind the lens, visitors can also enjoy areas inspired by the Ministry of Magic and Platform 9 ¾ as well as photo opportunities for the entire family to enjoy.

Covent Garden's heritage at the heart of the West End and theatre district provides the perfect backdrop for the installations which celebrate the Harry Potter franchise and bring magic to shoppers, diners and visitors alike, including new and existing Harry Potter fans.

The Harry Potter Photographic Exhibition is open from 10am - 6pm Monday - Sunday at 45 Wellington Street, London WC2E 7BN.

-Ends-

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Coventgarden.london

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Mission

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Capco Covent Garden:

Covent Garden is a leading retail and dining destination and is one of the most vibrant estates in the heart of central London. The area is now home to a wide variety of British, global and independent brands including Chanel, Tom Ford, Vashi, Glossier, Ave Mario, Balthazar and SUSHISAMBA, with upcoming openings from Tag Heuer and Reformation. www.coventgarden.london

Capital & Counties Properties PLC ("Capco")

Capital & Counties Properties PLC is one of the largest listed property investment companies in central London and is a constituent of the FTSE-250 Index. Capco's landmark estate at Covent Garden was valued at £1.7 billion (as of 31 December 2021) where its ownership comprises over 1.1 million square feet of lettable space. As of the date hereof, Capco owns a 25.2 per cent shareholding in Shaftesbury PLC. Capco shares are listed on the London Stock Exchange and the Johannesburg Stock Exchange. www.capitalandcounties.com