**Harry Potter Book Night – Information for Librarians**

How to celebrate – free social assets and Beasts Bingo game!

**Details**

**Date:** Thursday 1st Feb 2018

**Where:** Worldwide

**2018 Theme:** Fantastic Beasts

**What:** Harry Potter Book night is an annual moment offering fans the opportunity to celebrate J.K. Rowling’s Harry Potter series and the wider Wizarding World. 2018 sees the 4th Harry Potter Book night take place which will be bigger and more global than ever before. Activity is led by the various global publishers of the series with schools, libraries, retailers and fans being encouraged to run events and join in the celebrations.

**How can libraries get involved?**

Join the celebrations in a small way or put on events and activities – you can do anything from putting up a poster to running games or quizzes that will allow library users to embrace the magic of the Wizarding World.

Pottermore has created a set of marketing assets that offer ways to celebrate the night. We’d encourage you to promote Harry Potter Book Night and any events throughout January in your library, across social media and on your websites. Listed below are simple ideas on how the assets can be used.

* **Beasts Bingo** – as part of your Harry Potter Book Night event host your own ‘Beasts Bingo’ game (see more detailed instructions at the end of this document).
* **Posters** – in the lead up to and during the celebrations print and display:
	+ - ‘Brush up on the Beasts’ A4 illustrated poster
		- Illustrated Beasts infographic A4 + A3 poster
* **Social media** –
	+ - Post on your social media channels using pre-designed social squares (see below for suggested social copy)
		- Engage with Pottermore social activity by retweeting and sharing content with your library users.
* **Newsletters -** Include Harry Potter Book Night in your newsletters

**Suggested social copy:**

* Think you know your Basilisk from your Bowtruckle? Brush up on the Beasts for Harry Potter Book Night, 1February 2018. Borrow eBook/audio-book now.
* Brush up on the Beasts for Harry Potter Book Night, 1February 2018. Borrow *Fantastic Beasts and Where to Find Them* Hogwarts Library book from [insert name of your library].
* Discover all the beasts in *Fantastic Beasts and Where to Find Them* Hogwarts Library book available in audio book/ eBook.

Use the hashtag: #HarryPotterBookNight

**Toolkit includes:**

Digital assets:

Social square x 1

Printable assets:

Poster: A4

Illustrated infographic: A3 sheet or 2 A4 sheets.

Beasts Bingo: 40 x A4 sheets (80 grids), list of beasts’ names

**Beasts Bingo instructions:**

We have provided you with 40 x A4 bingo sheets (80 grids) which list different Beasts names, so you can host your own Beasts Bingo game.

**Preparation**

* You may wish to prepare prizes for the winners.
* Print player bingo sheets – 40 sheets available, each sheet has 2 game grids on it. Players can play with more than one sheet at a time, depending on how many people you have playing and how many games you want to play.
* Print list of Beasts names and have them ready to draw out at random.
* Prepare pens for players.
* Designate a caller.
* Prepare the extracts you want to play/read out during the game.

**Playing the game**

* Give each player a bingo sheet, each sheet contains a 4x4 grid of Fantastic Beasts in squares.
* The players goal is to cross-off four Beasts names in a continuous horizontal, vertical or diagonal line.
* The caller does not take part in the game but picks Beasts names at random and calls them out to the players. It is a good idea to repeat the Beasts names a number of times and to give the players time to mark their sheet.
* When a player hears a Beast he/she has on their sheet they must mark it with a cross.
* As soon as the line of four is achieved the player must shout ‘Beasts Bingo!’ before the next Beast is called. If it is after the next Beast is called the bingo does not count.
* The game is over once a player calls Bingo, or you can continue playing so there is a 2nd and 3rd place.

**Add to the fun**

* Instead of calling the Beasts name, play an excerpt about that Beast from the *Fantastic Beasts and Where to Find Them* audiobook read by Eddie Redmayne.  The Beast mentioned can be marked off by players on their game sheet. If the caller goes on to pick that Beast from the pot of Beast names it can be put aside and another one picked in its place.
* Or read passages about the different Beasts from the *Fantastic Beasts and Where to Find Them* eBook.  As with above, the Beast mentioned can be marked off by players on their game sheet.

**Also available from Harry Potter print publishers:**

US - <http://harrypotterbooks.scholastic.com/harrypotterbooknight>

UK - https://harrypotter.bloomsbury.com/uk/harry-potter-book-night-kit-sign-up/