

For immediate release  
July 11, 2007

## **WIZARDLY WORLD OF HARRY POTTER CELEBRATED DURING MIDNIGHT MAGIC BOOK RELEASE PARTY AT COLLEGE SQUARE MALL**

CEDAR FALLS, IA – Muggle fans and wizard alumni of Hogwart's hero Harry Potter are challenged to participate in tests of knowledge and chance in the College Square Mall scavenger hunt, Dumbledore thought game, and Midnight Magic Wizard prize giveaway and to party at the witching hour at B. Dalton Bookseller at College Square Mall in anticipation of the Friday, July 20 release of the final book in the "Harry Potter" series by J.K. Rowling, ***Harry Potter and the Deathly Hallows***.

"It's a wonderful opportunity to see how the fan base of these books has developed since the release of the first book in September of 1998," said Dee Winter, B. Dalton manager.

The fun begins a week before the big night with a special Harry Potter scavenger hunt. Fans can answer clues and explore the mall looking for special Harry Potter pictures located in participating College Square Mall stores.

Scavenger Hunt entry forms can be picked up now at the Harry Potter display located near Center Court. Entries must be turned in by 9 p.m. on Friday, July 20. One correct entry will be chosen at random and the lucky winner will receive a deluxe edition of ***Harry Potter and the Deathly Hallows***, (retail value \$65.00). Younger Harry Potter fans age 14 and under can register to win a regular copy of ***Harry Potter and the Deathly Hallows*** (retail value \$20.99).

Youngsters are also invited to guess how many of Dumbledore's thoughts are in the glass jar located at the Harry Potter display near Center Court. Guesses must be turned in at B. Dalton by 8 p.m. on Friday, July 20. The child who guesses closest to the correct number without going over will win the prize.

The Midnight Magic festivity culminates in a pre-release celebration in center court starting at 10:30 p.m. on Friday, July 20. Party attendees can enjoy activities, entertainment, prizes, food and fun as they await the magic hour of midnight when "Harry Potter and the Deathly Hallows" goes on sale.

One lucky party attendee will win the chance to be the first person in line to purchase their book. The Midnight Magic Party Wizard will wander the crowd and randomly award prizes to unsuspecting attendees. Prizes include the Harry Potter themed DVD game "Scene It", t-shirts, food, prizes and more!

Customers attending the event are asked to enter the mall through the food court entrance near Texas Roadhouse beginning at 10:30 p.m. B. Dalton will open at midnight where only copies of the seventh Harry Potter novel will be available. Copies of the seventh and final book in author J. K. Rowling's popular series can be reserved at B. Dalton Bookseller College Square Mall location until 9 p.m. on Friday, July 20. For more information about the "Midnight Magic" visit [www.collegesquare.com](http://www.collegesquare.com)

College Square Mall, located at 6301 University Avenue, features Von Maur, Younkers, Scheels All Sports, a 130-seat food court, a 12 screen all stadium seating theatre and now open HuHot Mongolian Grill. The shopping center has recently finished a \$20.5 million renovation including new flooring, lighting, waterfall, archways, rest rooms and soft seating areas, a relocated and larger Hy-Vee, and an expanded theatre. Shopping center hours are Monday – Friday: 10 a.m. – 9 p.m., Saturdays: 10 a.m. – 7 p.m., Sundays: noon – 6 p.m.

College Square Mall supports the Cedar Valley with multiple programs throughout the year. Past activities include: malls4schools, Give Our Troops a Hand, Tsunami Relief Fund, Share the Warmth blanket drive, Cash for Katrina hurricane relief, Be Aware Be Ready safety fair, the Back to School Project, Community Day, Pennies with a Purpose, Fun Bunch and Toys for Tots. More information about stores, services and events can be found on the center's website at [www.collegesquare.com](http://www.collegesquare.com).

#### About GK Development

GK Development acquires, re-develops, manages and leases well-located properties in growing markets. The Barrington, Illinois-based company owns 5 million square feet of space located in nine states. The company was founded in 1995. For more information visit [www.gkdevelopment.com](http://www.gkdevelopment.com)

# # #