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## THE MAGIC OF THE WIZARDING WORLD COMES TO COLES

Collect over 30 plastic-free characters inspired by one of the world's most popular film franchises

AUSTRALIA: Shoppers across the country are about to be spellbound with magic in the aisles as Coles and Warner Bros. Consumer Products bring everyone's favourite *Harry Potter* and *Fantastic Beasts* characters to life with the launch of **Magical Builders**, a collectable campaign featuring WIZARDING World characters and play kits that are plastic-free and recyclable. Set to arrive at Coles and Coles Express next week, Magical Builders is one of the biggest and most sustainable WIZARDING World-inspired collectable programs Australia has ever seen.

Almost one year after committing to no longer give away plastic toys at the check-out, Coles has worked with Warner Bros. Consumer Products to bring joy to the lives of Aussies in a sustainable way with everyone's favourite characters like Harry Potter, Hermione Granger and Ron Weasley and made from 100% FSC® certified cardboard that is also recyclable in household recycling bins.<sup>1</sup>

From Wednesday 6 July, customers will receive a free Coles Magical Builder character with every \$30 spent in one transaction at Coles supermarkets, Coles Online and Coles Express. There are more than 30 characters to collect including five special edition characters for the keenest collectors and fans can bring their characters to life through recyclable plastic free play kits inspired by their favourite WIZARDING World settings.

Coles Chief Marketing Officer Lisa Ronson said, "Coles is thrilled to work with Warner Bros. Consumer Products and one of the world's most beloved entertainment franchises to create an Australian-first collectable campaign that will bring a bit of magic into Australian homes."

"We wanted to find an interactive and sustainable way for customers to have fun and that will appeal not only to kids, but guests of all ages. We know that Australian fans have been waiting for a WIZARDING World collectable campaign like this for a long time, so we are very excited to work with Warner Bros. to bring Coles Magical Builders to life.

"With over 30 beloved characters and four iconic settings available to collect, Magical Builders will allow customers to get creative as they build their magical world – all with the added bonus of being plastic free and recyclable."

"The magic of the WIZARDING World remains strong in Australia with fans loving the recent release of *Fantastic Beasts: The Secrets of Dumbledore* in theatres and *Harry Potter and the Cursed Child* stage play in Melbourne," said, Andrew Bromell, Vice President, Warner Bros. Consumer Products ANZ. "We're always looking for unique ways to bring the WIZARDING World to fans in Australia and working with Coles on the Magical Builders program is such an impactful way of doing so."

Forest Stewardship Council CEO Damian Paull said, "FSC is proud to partner with Coles and we are delighted to bring to life their forest-friendly FSC®-certified Magical Builder characters. Together, we

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<sup>1</sup> Magical builders can be recycled in your household recycling bin by tucking all pieces securely back inside the paper wrapper or another used envelope. In order to recycle the play kits, please dismantle and place larger pieces directly into your household recycling bin. Any smaller pieces should be tucked inside a used envelope. For more detailed recycling advice, please refer to the recycling instructions provided via the QR code link inside each play kit.

bring about positive change by providing forest-friendly alternatives to plastics. The Magical Builders range is made with responsibly sourced FSC®-certified materials, helping to protect our forests for future generations."

Gryffindors, Hufflepuffs, Ravenclaws and Slytherins alike will enjoy exploring their own magical world with four recyclable plastic free play kits depicting iconic settings that fans will instantly recognise from the *Harry Potter* films. Customers can let their imaginations run wild by building their very own Hogwarts castle and Quidditch pitch, or by constructing a Platform 9¾ and a Hogwarts Express.

Customers will enjoy getting crafty by popping out the pieces of their builder and assembling the parts together to create their characters and settings. Avid collectors can also purchase a Hogwarts Trunk Collector Case to house all 35 characters which is also recyclable once the Velcro closing strip is removed.

Play kit prices range from \$9.75-\$15.

**[CLICK HERE TO VIEW IMAGES FROM COLES MAGICAL BUILDERS LAUNCH](#)**

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#### **About Warner Bros. Consumer Products:**

Warner Bros. Consumer Products (WBCP), part of Warner Bros. Discovery Global Brands and Experiences, extends the company's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBCP partners with best-in-class licensees globally on an award-winning range of toys, fashion, home décor, and publishing inspired by Warner Bros.' biggest franchises from DC, Wizarding World, Looney Tunes, Hanna-Barbera, Game of Thrones, Cartoon Network and Adult Swim. With innovative global licensing and merchandising programs, retail initiatives, and promotional partnerships, WBCP is one of the leading licensing and retail merchandising organizations in the world.

#### **About Wizarding World:**

In the years since Harry Potter was whisked from King's Cross Station onto Platform nine and three quarters, his incredible adventures have left a unique and lasting mark on popular culture. Eight blockbuster Harry Potter films based on the original stories by J.K. Rowling have brought the magical stories to life and today, the Wizarding World is recognised as one of the world's best-loved brands.

Representing a vast interconnected universe, it also includes three epic *Fantastic Beasts* films, *Harry Potter and the Cursed Child* – the multi-award-winning stage-play, state-of-the-art video and mobile games from Portkey Games, innovative consumer products, thrilling live entertainment (including four theme park lands) and insightful exhibitions.

This expanding portfolio of Warner Bros. owned Wizarding World tours and retail also includes the flagship Harry Potter New York, Warner Bros. Studio Tour London – The Making of Harry Potter, Warner Bros. Studio Tour Tokyo, and the Platform 9 3/4 retail shops.

The Wizarding World continues to evolve to provide Harry Potter fans with fresh and exciting ways

to engage. For the worldwide fan community, and for generations to come, it welcomes everyone in to explore and discover the magic for themselves.

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