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## FOR IMMEDIATE RELEASE

Source: Medallion Retail

### Medallion Executes Magical Harry Potter VI Launch for Barnes & Noble

New York, NY  
July 15, 2005

**Medallion Retail** has helped successfully launch one of the biggest selling books of all time, *Harry Potter and the Half-Blood Prince*, for client Barnes & Noble. The Harry Potter project was two-fold: **Medallion Retail** created a comprehensive sign package program that united visual elements from the bestselling series with the Barnes & Noble brand identity, which was used in all store locations to promote the book launch. The sign package included arresting, colorful window banners, cashwraps, and interior signage.

All of the program elements, which also included “Midnight Madness” party items such as stickers, bracelets, and additional posters, were produced, packed, and shipped in customized skids by **Medallion Retail** for nationwide launch parties on the eve of the book’s release.

**Medallion Retail** also created a unique set of printed materials for the flagship Union Square store in New York City, which hosted the ultimate “Midnight Madness” party on July 15, 2005. In addition to the party pieces sent nationally to all Barnes & Noble stores, **Medallion Retail** also produced an oversized external banner which announced the party to passersby at the busy Manhattan location, as well as posters highlighting a reading by Jim Dale (who narrated the audio book), an event brochure, a giant interactive crossword puzzle, and large scale graphics for a Harry Potter delivery truck that was parked just outside the front doors.

## MORE INFORMATION

To find out more about **Medallion Retail’s** integrated services, please email [info@medallionretail.com](mailto:info@medallionretail.com) or contact Rich Weber, Director of New Business Development, at 212.929.9130, ext.154.