

SYNOPSIS On a fateful train trip from Manchester to London in 1990, a young single mother named Joanne Rowling conceived the idea of a children's book about a boy wizard named Harry Potter. Five years later, that idea became the basis for the most successful book franchise in the history of publishing. Based on a bestselling biography, "The J.K. Rowling Story" recounts the amazing rags-to-riches story of J.K. Rowling, who overcame numerous personal hardships to rise seemingly overnight from an impoverished welfare mother in England to one of the richest and most admired women in the world.

MAGIC BEYOND WORDS: THE JK ROWLING STORY

The true rags-to-riches story of the most successful author of our generation

- A must-have for all Potter fans! The inspiring story of the very private Harry Potter author is finally told in this revealing biopic.
- Premiering on Lifetime on July 18, 2011.
- Starring Poppy Montgomery (Without A Trace) and Emily Holmes (Snakes on a Plane).
- Perfect to merchandise alongside the Harry Potter series as the final film hits DVD.
- Supported by: 50 million estimated impressions
 - National cable spots
 - Online & Social Media
 - National radio stations for promotions

PRODUCT INFORMATION

SRP: \$19.95 SRP FORMAT: DVD Single PACKAGING: Amaray LENGTH: Est. 90 min. GENRE: Drama

YEAR: 2011

LANGUAGE: English
COLOR: Yes
WDESCREEN:Yes
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30

COMP TITLES





BECOMING JANE JULIE & JULIA

Sneak peek: http://media.the-leaky-

cauldron.org/videogalleries/jkr biopic accesshollywood.wmv





