

As reservations flood in for seventh and final Harry Potter book, Borders announces 'Great Snape Debate'

by Bend Weekly News Sources

Customers Coming to Borders and Waldenbooks to Reserve New Book Receive Free Stickers to Declare Their "Friend or Foe" Allegiance Beginning Feb. 3

Now that author J.K. Rowling has announced the July 21 release of "Harry Potter and the Deathly Hallows," Borders -- which has been taking reservations for the book in its superstores and Waldenbooks mall stores since Dec. 8 and is now also accepting online reservations -- today e-mailed more than 15 million customers asking the question "Is Professor Severus Snape a Friend or Foe to Harry Potter?" The quandary, sure to pit muggle against muggle and wizard against wizard, is the centerpiece of the exclusive "Great Snape Debate" that Borders and Waldenbooks will carry out in the coming months as fans eagerly await the book's release this summer.

The campaign, which includes a series of events, discussions and surprises, kicked off today and features an exclusive offer beginning Saturday, Feb. 3 when customers visiting their nearest Borders and Waldenbooks store may select from one of two Snape stickers as they reserve a copy of the seventh Harry Potter book. By choosing either the "Trust Snape" or "Snape is a Very Bad Man" sticker, customers will take sides on a burning question that has become more compelling with each book in the Harry Potter series. To make sure they are not left out of the fun, Borders and Waldenbooks customers who already reserved a copy of "Harry Potter and the Deathly Hallows" when the stores began taking in-store reservations in December, as well as those who reserve the book online, may pickup a sticker when visiting their local store.

Some readers may need to catch up with the book series before jumping into the great Snape debate. They can purchase copies of the first six Harry Potter books at their local Borders and Waldenbooks stores, which are stocked up on the titles to meet demand. To find the nearest Borders or Waldenbooks store or to reserve a copy of the book online, please visit www.bordersstores.com.

"We are very excited to announce our 'Snape Campaign,'" said Linda Jones, senior vice president for Borders. "The Harry Potter series has been incredibly popular with our customers and we are dedicated to being their Harry Potter headquarters with great events and insightful discussion to celebrate the last book in this phenomenal series. For certain, this will be the most highly reserved title ever in Borders history and we believe will become the bestselling title ever."

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