

THE WESTIN
KIERLAND
RESORT & SPA
PHOENIX-SCOTTSDALE

FOR IMMEDIATE RELEASE

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**THE WESTIN KIERLAND RESORT & SPA CELEBRATES HARRY POTTER WITH THEIR
"STAY FOR A SPELL" PACKAGE AND POTTER WEEKEND EVENT**

Families Invited to Enjoy Weekend Event to Celebrate Blockbuster Release of the Last Harry Potter Movie, Deathly Hallows: Part 2

SCOTTSDALE, Ariz. (June, 2011) – On **Friday, July 15th through July 17th**, [The Westin Kierland Resort & Spa](#) is celebrating the blockbuster release of *Harry Potter and the Deathly Hallows: Part 2* with a two-night resort package that would make even the Weasley twins jealous.

[The Westin Kierland Resort](#) in Scottsdale has become "The Property" to provide a fully-themed Harry Potter experience surrounding the blockbuster movie releases. This time it will be bigger than ever, commemorating the end of the Harry Potter series. Guests of this Scottsdale Resort will enjoy Family FUN with costume contests, previous Harry Potter movie showings, and other "Hogwarts" themed activities during this "Stay for a Spell" weekend event. Youngsters will receive a gift bag at the Potter-themed check-in with their special Harry Potter activity schedule.

This family event in Scottsdale includes a special themed dinner at the "Leaky Cauldron," with character appearances, and a private screening of *Harry Potter and the Deathly Hallows: Part 2* on Saturday, July 16th at [iPic Theater](#) at the Scottsdale Quarter. The [iPic Theater](#) offers a premium movie-going experience, and [iPic](#) has partnered with [The Westin Kierland](#) to offer the ultimate location for this special blockbuster event. The weekend event will also include a "Quidditch Cup" version of the Kierland Family Challenge, where families will compete in a series of challenges for a grand prize. The "Hogwarts Express" shuttle will be available throughout the weekend at "Platform 9¾" to take families to the Kierland Commons and Scottsdale Quarter for shopping during their stay.

The "**Stay for a Spell**" package at the [Kierland Resort](#) in Scottsdale includes:

- Two-night stay on July 15 – July 17
- Private Screening of the new *Harry Potter and the Deathly Hallows: Part 2* on July 16 at [iPic Theater](#) at the Scottsdale Quarter
- Special themed check-in with gift bag and special Harry Potter Itinerary
- "Hogwarts" activities throughout the weekend
- Special themed dinner on July 16 including character appearances at the "Leaky Cauldron."
- "Quidditch Cup" version of Kierland Family Challenge
- One Session (half hour) of Laser Tag or one all-day pass for Gamez on Wheelz (per child)
- On-Property Showings of Previous Harry Potter Movies
- Evening Arizona S'mores at Honey Duke's (aka OK Corral)
- Special themed menus will be available at the Resort's dining outlets for some additional Potter-inspired FUN (additional cost for food)

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Rates start from **\$294** (based on two-night stay, one adult and one child) or **\$409** (based on two-night stay for two adults and two children), **July 15-17**. Rooms are based upon availability. For reservations or more information about the **"Stay for a Spell"** family weekend event, call **480-624-1202** or **800-354-5892** and ask for Rate Code: **POTTER**.

If you can't make it to the Harry Potter weekend at [The Westin Kierland](#), you are invited to the [Phoenix Film Foundation](#) Premiere and advanced screening of *Harry Potter and the Deathly Hallows: Part 2* at 7:00 pm on July 14th at Harkins Shea 14 in Scottsdale. Come see the last Harry Potter movie before it's released in theaters by purchasing tickets at: <https://www.brownpapertickets.com/event/183385>. Tickets must be purchased directly for this premiere event and all proceeds benefit the non-profit Phoenix Film Foundation and its educational programs. The premiere event will also include a raffle and giveaways sponsored by [The Westin Kierland Resort & Spa](#).

About The Westin Kierland Resort & Spa

The Westin Kierland Resort & Spa is a four-diamond Resort located in the heart of "new" Scottsdale in the Sonoran Southwest. The Arizona Resort features 732 rooms, 55 suites and 32 casitas; nearly 200,000 square feet of indoor and outdoor function space; ten food and beverage venues; a full-service spa and fitness studio; an elaborate water park including a water slide and lazy river; Westin Kids Club®; and the 27-hole Kierland Golf Club. Kierland Resort has an award-winning Family FUN program with events and activities for individuals of all ages. As an added benefit, The Westin Kierland is adjacent to Kierland Commons and the Scottsdale Quarter, both are among the hottest shopping and dining districts in the Valley. The Resort is an ENERGY STAR Partner and was named the "Greenest Hotel in Phoenix" by the Arizona Hotel and Lodging Association and the Arizona Department of Environmental Services. For more information about The Westin Kierland Resort & Spa please visit www.kierlandresort.com or call 480-624-1000. Recent enhancement information can be found at www.kierlandenhancements.com. All special events and offers can be found at www.ilovekierlandresort.com. Follow us on [Twitter](#) and [Facebook](#).

About iPic Entertainment

Boca Raton, Florida-based iPic Entertainment is a developer and operator of entertainment destinations, operating unique venues that include premium movie theaters, restaurants and stylized bowling centers. iPic Entertainment operates eight theaters with 51 screens in Arizona, California, Illinois, Texas, Washington and Wisconsin. Visit us on the web at www.ipictheaters.com. For more information about iPic Theater at the Scottsdale Quarter, please call 480.483.3232.

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