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BlueClaws Harry Potter Night Wins MILB Promo of the Month

BlueClaws now a finalist for Golden Bobblehead Award to be handed out at MiLB Promotional Seminar in September

Lakewood BlueClaws

06/07/2016 7:42 PM ET

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LAKEWOOD, NJ - The BlueClaws "Harry Potter Night" on May 20th at FirstEnergy Park was named **Minor League Baseball Promotion of the Month** for May, it was announced Tuesday by Minor League Baseball. The Promotion of the Month Award means the BlueClaws are a finalist for the *Golden Bobblehead Award* for Best Promotion (Theme Night), with the winner announced in September at the Minor League Baseball Promotional Seminar in Birmingham, Alabama.

[Harry Potter Night Photo Gallery](#)

About Harry Potter Night

Wizards and muggles flocked to *Harry Potter Night* at the May 20th BlueClaws game. The night started with a Golden Snitch Baseball giveaway that had the Hogwarts Express 9 3/4 filled up to the gates of the Hogwarts Park of Magic.

Olivanders Wand Shop and their with pre-made, high-quality magic wands and a special t-shirt sold out quickly. BlueClaws players also wore special jerseys which were auctioned off for charity.

The ballpark had a Hogwarts-themed feel to it. Harry Potter himself was at the gates with a sorting hat giving out house stickers. Bathroom mirrors had the message "The chamber of secrets has been opened. Mudbloods beware" on the glass. Butterbeer, typically sold at Three Broomsticks in Hogsmeade, was sold on the concourse. At a special photo booth, fans got their picture taken and printed with a "Have You Seen This Wizard" background so fans could have their very own Azkaban prisoner mug shot.

On-field promotions included "Flying Lessons," "Pre-Game Quidditch," "Muggle Studies," "Care of Magical Creatures," and more. There was a costume contest with over 40 entrants and four winners selected by Harry Potter himself.

Further, fans were encouraged to "Capture the Golden Snitch" around the ballpark (a Golden Snitch - a staff member wearing a gold full-body suit and fairy wings - ran around for four hours) and many pictures were posted on social media using #BCSnitch.

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All in all, the night was a complete success from the lines at Hogwarts Park of Magic to the walk-off home run hit by Jan Hernandez to the Harry Potter-themed fireworks show/video that capped things off with a standing ovation.

You can see a video from the night below.

[Harry Potter Night with 'Claws](#)

[More info](#)

The BlueClaws won a "Golden Bobblehead Award" in 2015 for *Ball Brawl*, which won in the "Best On-Field Promotions" Category. It was the first time the BlueClaws had ever won a "Golden Bobblehead Award."

- BlueClaws -

This story was not subject to the approval of the National Association of Professional Baseball Leagues or its clubs.

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