

For Immediate Release

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Birthday Mischief Managed: Worldwide Collaborative of Food Artists Celebrate J.K. Rowling’s 50th Birthday

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A collaboration of food artists from around the world have debuted a sweet and *magical* collection of edible art in celebration of world-renowned author, J.K. Rowling. The collaborative event can be found online at www.birthdaymischief.com and several social media outlets.

The group, founded in July 2014, proudly honors some of the world’s most esteemed personalities and award winning artists in the food industry. Audiences may recognize work *styles* and faces of the participants from hit television series and competitions Cake Boss: Next Great Baker, Sugar Dome, Cake Wars, Ultimate Cake Off, Outrageous Chocolate, Halloween Wars, and more. Each member was asked to join based on their fanatic for the project and to “dress” for the occasion!

To celebrate J.K. Rowling’s birthday on July 31st, which coincidentally is Harry Potter’s birthday, the members of the group chose locations inspired by the books, movies, and Pottermore. Members were given artistic freedom to create original edible fan art celebrating or *jinxing* the birthdays of J.K. and Harry. An added challenge included incorporating 1-3, twists, “Easter Eggs” for J.K. and fans to find. Some of the sentiments include J.K.’s birthstone, birth month and favorite flowers (the Larkspur and Lily), and an orange support ribbon in memory of her mother.

The admiration for the *Wizarding World* is mutual amongst the Birthday Mischief Managed members, and by their families. Young budding artists ranging from ages 4-13, were invited to contribute a project and the response impressed the adult members. The kids enthusiastically participated, creating edible projects and drawings; some even completed the task of adding the twists. This addition to an edible art collaborative effort is the first of its kind.

See a preview of the collaborations contributing artists and their projects here
<https://www.youtube.com/watch?v=lmKpoGXTGjo>

When asked to reflect on her first experience as the collaborations Creative Director, Chef Mitchie said, “It was one of the most difficult secrets to keep under our cloaks. New friendships connected by a passion for edible art and fanning for the *Wizarding World*. Our members did a stellar job bringing this idea to fruition. I think Dumbledore (J.K.) said it best, ‘Happiness can be found, even in the darkest of times, if one only remembers to turn on the light.’”

The dedicated team at Birthday Mischief Managed was recruited via “owl” by its U.S.A. founders Michelle “ChefMitchie” Curran of Mitchies Munchies in Las Vegas, NV and Suzanne Neri-Medal of The CAKELDY in San, Jose, CA. Members of Birthday Mischief Managed do not receive compensation for creating their contributions or vice versa. Expenses for product, materials, equipment, etc. are provided solely by the members.

Birthday Mischief Managed invites the public to join in the fun by following along and sharing.

Facebook: <https://www.facebook.com/BirthdayMischief>

Twitter: <https://twitter.com/BdayMischief>

Instagram: <https://instagram.com/birthdaymischief/>

Fans are encouraged to share their own edible creations and birthday greetings using the following hashtags so the group may share in return: #BirthdayMischief #JKR50 #HBDJK #HBDHarry

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