



HBO Celebrates 'Game of Thrones' Iron Anniversary

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When Game of Thrones premiered on HBO in April 2011, no one knew it was going to grow into the most popular television show in history, ending its run in 2019 with 45 million viewers in the U.S., and distribution in 207 territories around the world.

To mark the 10th anniversary of the show's premiere, HBO is celebrating its "Iron Anniversary," a month-long celebration intended to commemorate the series, engage its fans and get audiences excited for the upcoming prequel, House of the Dragon, which is slated to begin production this year. HBO also launched a spotlight page for the series on HBO Max, which includes personalized curation, a binge-watching marathon of episodes, special-edition products and more.

The Game of Thrones spotlight page, which is offered as both a web page and an in-app experience on HBO Max, introduces the world and characters to newcomers while also offering spoiler-laden clips stuffed full of Easter eggs for the most die-hard fans. The page includes more than 150 videos of behind-the-scenes extras, cast interviews, clips and trailers-many of which have not been previously available on the platform.

Starting April 10, HBO will launch the Game of Thrones "MaraThrone" with all episodes of season one airing on HBO2 starting at 10 a.m. ET. The MaraThrone challenges fans to binge watch all 73 episodes on HBO Max while raising money for charities selected by members of the cast, including Women for Women International, World Central Kitchen, Conservation International, International Rescue Committee (IRC), UNICEF, FilmAid International, SameYou, Royal Mencap Society, National Urban League and The Trevor Project.

Later in the month, HBO will surprise three couples who were married in Westeros-themed ceremonies with special anniversary gifts, including Thrones-branded barrels of wine, custom chalices, and cakes designed in partnership with local bakeries to represent the Game of Thrones' central houses of Targaryen, Stark and Lannister.

Warner Bros. Consumer Products and its licensing partners also have teamed up to create a variety of special-edition products kicking off the Iron Anniversary that include:

- A one-of-a-kind Imperial egg by jeweler Fabergé inspired by Daenerys Targaryen and co-designed by series Emmy Award-winning costume designer Michele Clapton. The egg includes a miniature crown designed by Clapton, which represents the crown Daenerys would have worn had she taken the Iron Throne.

- Danish craft beer company Mikkeller has launched a range of beers inspired by the series. The first beer in the assortment is called "Iron Anniversary IPA."

- Pop culture products maker Funko unveiled a new iron-textured limited-edition assortment of "Game of Thrones" Pop! vinyl collectibles and new figures based on Arya Stark, Khal Drogo, and many more.

Finally, Game of Thrones: Complete Collection is available to own on 4K Ultra HD, Blu-ray, DVD and through select digital retailers. The complete series is also available to stream on HBO Max.

Fans can post about how they're celebrating the Iron Anniversary and the Game of Thrones MaraThrone using the handles @GameofThrones, @HBO, @HBO Max and hashtags #IronAnniversary, #MaraThrones, #GameofThrones and #GoT.