

We hired an official Elvish* voice coach (she does exist) and workshopped the language with TVNZ morning presenter Tamati Coffey until he had it down pat. Then pre-recorded the long-range weather

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Thursday, Nov 29 2012 1

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Hobbit mania grips New Zealand with 'Elf' weatherman presenting forecast in Elvish and politicians referring to the 'fellowship'

- . New Zealanders greeted with weather forecast for Middle Earth today
- . Politician refers in Parliament to 'wizard' and 'slimy bearded creature' 100,000 fans arrive at Hobbit film premiere, many dressed in costume
- . Those who arrived on plane were treated to jet emblazoned with the cast of the new film and a safety briefing video including Hobbits with hairy feet
- . Fans camped overnight to secure spots close to the 500m-long red carpet

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As the heart of Middle Earth, who could blame the country for its overzealous support for the prequel to

Especially when New Zealand's tourism revenue is to rise by up to £250m annually because of the hit

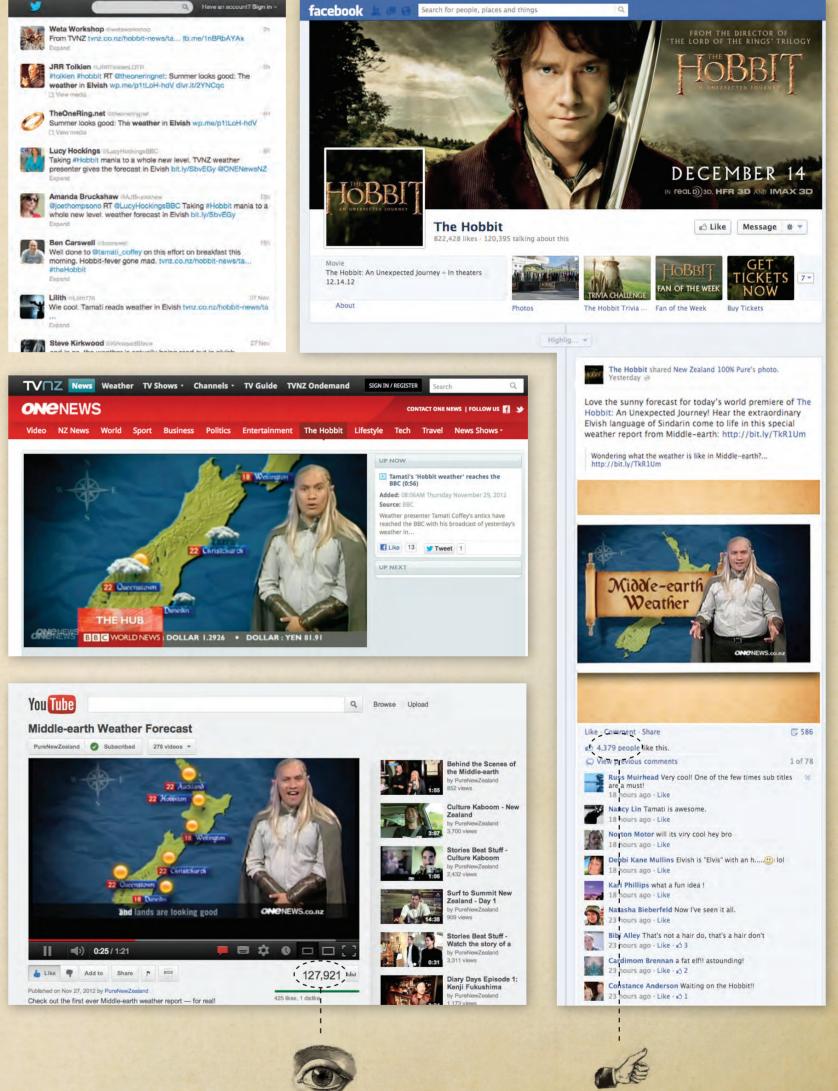
And Hobbit mania erupted in New Zealand's capital today for the world premier of Peter Jackson's new movie, with as many as 100,000 fans - many in costume - gathering to catch a glimpse of the stars. In full spirit, a weatherman dressed as an elf as he presented the weather in Elvish on a New Zealand



forecast entirely in this Middle-earth tongue and broadcast it to listeners on the morning of the premiere.

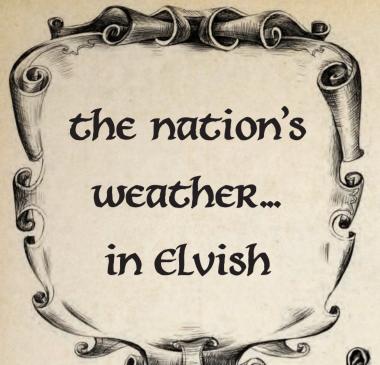
It was quickly picked up on the other side of earth by the BBC, the Daily Mail, and other news sources which broadcast it to a wider global audience.

* Believe it or not, there are several kinds of 'Elvish' in existence. There's Quenya and Sindarin from Lord of The Rings, and a few select people have actually studied it enough to speak it. Then there's Elven from Runescape, and Dungeons and Dragons... then there's also Darnassian and Thalassian from Warcraft.









Calan vain, Ennor! AL- an vine,

Si abgen edregol an l Laer ovol. SEEE AB-gen ED-reh-gawl ahnee lyre AW-vawl

Linaurui urui vi Obel-i- Pheriain, lee-NOW-rooee OO-rooee vee AW-bel-ee FEHree-ine

> a menil luin, Ah MEH-neel LOO-een

i ast air a thírad i Drann! ee ahst ire ah THEE-rahd ee DRANN

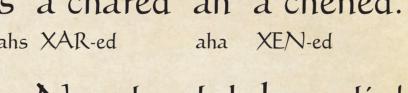
Thiar bain i ndyr*, ah ast vaer a randirath. THEE-ahr byne EEnduur* ahahst vyre ahl RAN-dee-rath

> O Girithron na Ninui. AW gee-REETH-rawn nah NEEE-ooee

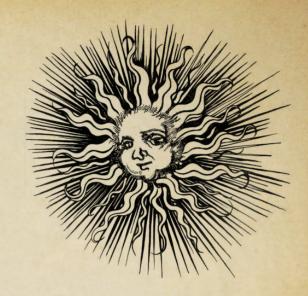
Natha ovras a chared ah a chened.

NAH-tha AWV-rahs XAR-ed aha XEN-ed

No alwed 1 Laer lin! Naw AHL-wed ee LYRE leeen!







Good morning Middle-earth. TRANSLATES TO: [A] Day beautiful, Middle-earth!

Here's a special forecast for the summer ahead.

TRANSLATES TO: Here [is a] forecast special for the Summer coming.

In Hobbiton it will be mostly hot

TRANSLATES TO: Mostly hot in town-of-the-Hobbits,

with blue skies, TRANSLATES TO: And skies blue,

the ideal time to visit the Shire!

TRANSLATES TO: the season best for visiting the Shire!

The lands are looking good and it's a great time for travelers. TRANSLATES TO: [They] appear fair the lands, and [a] season good for wanderers.

From December to February, TRANSLATES TO: From December to February

there will be plenty to do and see. TRANSLATES TO: will-be abundance for doing and for seeing

Have a fantastic summer! TRANSLATES TO: Be fortunate the Summer of-you!

