



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

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.

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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

By Laisa Brown

PUBLISHED: 19:09 GMT, 28 November 2012 | UPDATED: 20:08 GMT, 28 November 2012

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

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

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 breakfast show this morning.

Good morning Midd! ONENEWS.co.nz

Weta Workshop @wetaonline  
From TVNZ tvnz.co.nz/hobbit-news/ta... fb.me/1nBRDAYAx

JRR Tolkien @JRR Tolkien  
#Hobbit RT @theonering: Summer looks good: The weather in Elvish wp.me/p11LOH-hdV dlvr.it/2YNCqg

TheOneRing.net @theoneringnet  
Summer looks good: The weather in Elvish wp.me/p11LOH-hdV

Lucy Hockings @LucyHockingsBBC  
Taking #Hobbit mania to a whole new level. TVNZ weather presenter gives the forecast in Elvish bit.ly/SbvEGy @ONENEWSNZ

Amanda Bruckshaw @AmandaBruckshaw  
@joethompson RT @LucyHockingsBBC Taking #Hobbit mania to a whole new level. weather forecast in Elvish bit.ly/SbvEGy

Ben Carswell @benwell  
Well done to @tamati\_coffey on this effort on breakfast this morning. Hobbit-fever gone mad. tvnz.co.nz/hobbit-news/ta... #thehobbit

Lilith @Lilith778  
We cool. Tamati reads weather in Elvish tvnz.co.nz/hobbit-news/ta...

Slave Kirkwood @SlaveKirkwood  
and in... the weather is actually... but not to be afraid...

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FROM THE DIRECTOR OF 'THE LORD OF THE RINGS' TRILOGY

# THE HOBBIT

AN UNEXPECTED JOURNEY

DECEMBER 14

IN REAL D, 3D, HFR 3D AND IMAX 3D

The Hobbit 822,428 likes · 120,395 talking about this

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Movie The Hobbit: An Unexpected Journey - In theaters 12.14.12

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Tamati's 'Hobbit weather' reaches the BBC (8:56)

Added: 08:06AM Thursday November 29, 2012

Source: BBC

Weather presenter Tamati Coffey's antics have reached the BBC with his broadcast of yesterday's weather in...

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## Middle-earth Weather Forecast

PureNewZealand Subscribed 278 Videos

Published on Nov 27, 2012 by PureNewZealand

Check out the first ever Middle-earth weather report — for real!

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Behind the Scenes of the Middle-earth by PureNewZealand 652 views

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Stories Beat Stuff - Culture Kaboom by PureNewZealand 2,432 views

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Diary Days Episode 1: Kenji Fukushima by PureNewZealand 1,123 views

The Hobbit shared New Zealand 100% Pure's photo. Yesterday

Love the sunny forecast for today's world premiere of The Hobbit: An Unexpected Journey! Hear the extraordinary Elvish language of Sindarin come to life in this special weather report from Middle-earth: <http://bit.ly/TKR1UM>

Wondering what the weather is like in Middle-earth?...

<http://bit.ly/TKR1UM>

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4,379 people like this.

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Rage Muirhead Very cool! One of the few times sub titles are a must! 18 hours ago · Like

Nancy Lin Tamati is awesome. 18 hours ago · Like

Notion Motor will its viny cool hey bro. 18 hours ago · Like

Depei Kane Mullins Elvish is 'Elvis' with an h... lol 18 hours ago · Like

Kat Phillips what a fun idea! 18 hours ago · Like

Melasha Bieberfeld Now I've seen it all. 23 hours ago · Like

Billy Alley That's not a hair do, that's a hair don't 23 hours ago · Like · x3

Cadimom Brennan a fat elf! astounding! 23 hours ago · Like · x2

Constance Anderson Waiting on the Hobbit! 23 hours ago · Like · x1

127,921 views

4,379 likes





the nation's  
weather...  
in Elvish

Calan vain, Ennor!

AL- an vine, EN-nor!

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 AWW-rahs XAR-ed aha XEN-ed

No alwed l Laer lín!

Naw AHL-wed ee LYRE leen!



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!



and english: