

Books-A-Million to Host Midnight Release Party for “Harry Potter and the Cursed Child” on Saturday, July 30

Harry Potter fans are invited to celebrate the series’ epic eighth installment with trivia contests, wand crafts, costume contests, prize giveaways and more!

BIRMINGHAM, Ala. – July 31 can’t come fast enough for fans of the wizarding world. The anticipated summer date marks the official script book release of *Harry Potter and the Cursed Child – Parts I & II*, the theatrical eighth installment of JK Rowling's best-selling Harry Potter series premiering as a play on London’s West End stage. To celebrate the countdown to the latest chapter of this spellbinding saga, **Books-A-Million** is hosting a **Harry Potter Midnight Release Party** on **Saturday, July 30** at all store locations! Festivities begin at **2 p.m.** and include Harry Potter trivia contests, Marauder’s Map scavenger hunts, wand crafts and more before the official countdown event starts at **9 p.m.** with Sorting Hat ceremonies, costume contests and other Potter-themed activities.

“With an extensive community of multi-generation followers since the series’ start in 1998, the ‘Harry Potter and the Cursed Child’ release is undoubtedly the biggest book launch of the year,” said Sandra Wilson, Senior Book Buyer and Vice President of Merchandising at Books-A-Million. “We’re looking forward to celebrating the monumental debut with devoted fans of all ages, and to once again revel in the literary magic of Harry Potter!”

Fans who are eager to get their hands on the anticipated eighth installment can reserve a copy by purchasing a pre-order voucher at any store location now through July 30 or online at booksamillion.com for home delivery.

Starting at 2 p.m. on July 30, shoppers can take part in magical festivities throughout the day in honor of the epic book release, including Harry Potter-themed story time activities, coloring stations, trivia contests, Marauder’s Map scavenger hunts and wand crafts. The official countdown party will begin at 9 p.m., with various interactive activity stations to enjoy leading up to the midnight release of “Harry Potter and the Cursed Child.” The event will feature Sorting Hat ceremonies and costume contests, so fans are encouraged to don their best Hogwarts robes with brooms and wands in tow. Attendees will even receive an exclusive swag bag filled with spellbinding goodies.

The Harry Potter Midnight Release Party is free to attend and open to the public. Only customers who have secured a pre-order voucher for “Harry Potter and the Cursed Child” will have first access to their copy at midnight. Vouchers will be available during the countdown event in stores. Pre-orders can also be purchased online at booksamillion.com for home delivery. To find out more information, visit booksamillion.com/harrypotter.

ABOUT BOOKS-A-MILLION

Books-A-Million, headquartered in Birmingham, Alabama, is the second largest chain of bookstores in the United States. Books-A-Million got its start in 1917 as a magazine stand in Florence, Alabama and now operates over 250 stores in the 32 states as well as an online store at <http://www.booksamillion.com>. While Books-A-Million’s presence has grown, the goal has remained the same: to serve each community with the best selection of books, toys, tech and more, all at great prices. Find the nearest Books-A-Million at <http://www.booksamillion.com/storefinder>.

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