



CONTACT

Chelsea Bohannon/Jennifer Walker
BRAVE Public Relations, 404.233.3993
cbohannon@bravepublicrelations.com/
jwalker@bravepublicrelations.com

VISUAL ADVISORY

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 29, 2016) – *Aparecium!* Let the countdown begin ... the removal of the invisibility cloak on the latest installment of the Harry Potter series is just days away! July 31 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 launch of the latest chapter of this spellbinding saga, **Books-A-Million** is treating fans to an action-packed **Harry Potter Midnight Release Party** on **Saturday, July 30** at all Atlanta-area 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.

WHAT: Harry Potter Midnight Release Party

Visuals:

- Costume contest
- First look at books being unboxed (promptly at midnight)
- Sorting Hat ceremony
- Wand crafts

WHEN: Saturday, July 30
Festivities begin at 2 p.m. and the official countdown starts at 9 p.m.

WHERE: Birmingham-area locations
Birmingham: 757 Brookwood Village, Birmingham, Ala. 35209
Birmingham: 5287 Hwy. 280 S., Birmingham, Ala. 35242
Fultondale: 3429 Lowery Pkwy., Fultondale, Ala. 35068
Trussville: 1624 Gadsden Hwy., Trussville, Ala. 35173
Alabaster: 300 Colonial Promenade Pkwy., Alabaster, Ala. 35007
Cullman: 719 2nd Ave. NW, Cullman, Ala. 35055

HOW: Contact Jennifer Walker at 404-233-3993 (office) or 678-938-3667 (cell) to arrange b-roll and/or interviews during event.

INFO: Visit booksamillion.com/harrypotter to learn more.