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FOR IMMEDIATE RELEASE

'Harry Potter and the Cursed Child' midnight book release marks largest attended event in Books-A-Million history

Midnight magic festivities honored eighth installment of JK Rowling's best-selling fictional series

BIRMINGHAM (August 1, 2016) – As a premier book retailing chain in the United States, **Books-A-Million** celebrated 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, on **Saturday, July 30**, in its more than 260 locations across the country. Today, Books-A-Million management is pleased to announce the **Harry Potter Midnight Release Party** was the largest attended event in the company's almost 100-year history! In addition to the book reveal at midnight, the magical evening featured Harry Potter trivia, Marauder's Map scavenger hunts, wand crafts, costume contests and more spellbinding festivities!

"The release of 'Harry Potter and the Cursed Child' was not only the biggest book launch of the year, but it was also our most pre-ordered book since 'Harry Potter and the Deathly Hallows' debuted in 2007," said Scott Kappler, Vice President of Marketing at Books-A-Million. "Saturday's Harry Potter Midnight Release Party served as a true celebration of community, as generations of Potter fans came together for a literary phenomenon that has captivated the world for almost two decades, and we are honored to have been a part of the magic!"

For Potter fans who were unable to attend the book release on Saturday, **"Harry Potter and the Cursed Child – Parts I & II,"** as well as the complete Harry Potter book series, is now available in-store or online at www.booksamillion.com.

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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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