



## **CONTACT**

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## **\*VISUAL ADVISORY\***

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

*Media invited to capture armored action at Lakeland location during Dunbar sealed book drop prior to reveal*

**TAMPA, Fla. (July 27, 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 locations! General 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.

Exclusively for the Lakeland, Fla., Books-A-Million store, located at 1520 Town Center Drive in Lakeside Village, media are invited to film the armored Dunbar truck unload the sealed Harry Potter books into the store prior to the reveal at midnight. The Dunbar truck will unload the books between **5-6 p.m.** Out of the more than 250 store locations across 32 states, the Lakeland, Fla., Books-A-Million location has sold the most Harry Potter pre-sales than any other store across the country.

**WHAT:** Harry Potter Midnight Release Party

Visuals:

- **Exclusive look at Harry Potter books being unloaded from the Dunbar truck**
- Sorting Hat ceremony
- Wand crafts
- Costume contest

**WHEN:** Saturday, July 30

- *General festivities begin at 2 p.m. and the official countdown starts at 9 p.m.*
- ***The Dunbar armored truck will be onsite to unload books between 5-6 p.m.***

**WHERE:** Books-A-Million Lakeland  
Lakeside Village  
1520 Town Center Drive  
Lakeland, FL 33803

**HOW:** Contact Chelsea Bohannon at 404-233-3993 (office) or 678-416-2483 (cell) to confirm attendance during the book unloading or to schedule an interview with an onsite representative

**INFO:** Visit [booksamillion.com/harrypotter](http://booksamillion.com/harrypotter) to learn more