



Harry Potter and the Midnight Delivery: Amazon announces Magical Plan for Book Launch

July 26, 2016

LONDON — 26th July 2016— Amazon has announced that Harry Potter fans across the UK will be able to get the highly anticipated script of the play *Harry Potter And The Cursed Child*, by J.K. Rowling delivered to their door from midnight on Saturday thanks to special delivery windows for Prime members.

Potterheads can get the script book delivered just as it becomes available at midnight (BST) on its release night – Saturday 30th July - using Amazon's ultra-fast Prime Now delivery service at no extra cost.

J.K. Rowling fans in selected postcodes in London, Surrey, Birmingham, Manchester, Liverpool, Leeds, Newcastle, Portsmouth, South Yorkshire and surrounding areas who place orders for *Harry Potter And The Cursed Child* using the Prime Now app from 22:00 up to 23:45 on 30th July can choose to get the book right to their door from midnight until 02:00, while slots remain available.

To keep Prime members going long past the witching hour, Potter fans can also use Prime Now to stock up on spellbinding supplies. They'll be able to order soft drinks, snacks, sweet treats and other essentials to be delivered with the book, keeping them well-fuelled as they find out what Harry and his pals from Hogwarts have been doing since the last instalment in the series – *Harry Potter And The Deathly Hallows*.

The special Harry Potter two-hour delivery windows come at no extra cost for Amazon Prime members. For more information, please visit www.amazon.co.uk/harrypottermidnight. Potterheads planning a lie-in can instead choose a delivery on Sunday morning, starting with the first delivery window from 08:00 in selected postcodes. Five Prime Now customers also will have the chance to win a signed copy of *Harry Potter And The Cursed Child*, by J.K. Rowling, when they place an order for midnight delivery.

"We are delighted that Harry fans can get their hands on *Harry Potter And The Cursed Child* in ultra-fast time with our magical midnight deliveries," said Jason Weston, Director of Amazon Prime Now in the UK. "Potter fans can also make sure they last well into the night with their new book by ordering food, drinks and other treats so they're not caught napping as the country rushes through the latest instalment in the tale of everyone's favourite wizard."

Prime Now is now available to more than 30% of the UK population. The ultra-fast service launched in London in June 2015 and has spread rapidly across the UK in the last 12 months. Prime Now is a mobile app available to Prime members and offers one-hour delivery on more than 15,000 popular items for £6.99, or delivery at no extra charge within a choice of two-hour, same-day delivery slots, seven days a week.

Customers can choose from thousands of items, including essentials such as nappies, coffee, chocolate and fresh milk, as well as other popular items like games consoles, toys, gifts and sports equipment—all via a simple and easy-to-use mobile app.

Customers placing their first order on Prime Now are eligible for a £5 discount using the code PRIMENOW5 at checkout. For more information about the promotion visit www.amazon.co.uk/primenow5

All Prime members can immediately download the Prime Now app, available on iOS and Android devices, to find eligible delivery postcodes and request notification when the service is available in their area. Customers can also visit www.amazon.co.uk/primenow to learn more about Prime Now and discover eligible delivery postcodes.

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For further information, please contact:
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Notes to editors:

- *Harry Potter And The Cursed Child* is based on an original new story by J.K. Rowling, John Tiffany and Jack Thorne, a new play by Jack Thorne and available from www.amazon.co.uk for £10.00
- Kindle readers will also be able to download *Harry Potter And The Cursed Child* and begin reading immediately after it becomes available at midnight. Customers can read on their Kindle devices, Fire tablets or using the Kindle reading app for smartphones, tablets, PC and Mac.

About Amazon

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