



## GET IT FIRST AT INDIGO: *HARRY POTTER AND THE CURSED CHILD PARTS ONE AND TWO*

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*The magic is back: Indigo is Harry Potter headquarters for the upcoming launch of the eighth story on July 31<sup>st</sup>!*

Toronto, ON (June 2<sup>nd</sup>, 2016) – Indigo (TSX: IDG) is thrilled to once again declare its place as Harry Potter headquarters in Canada for the upcoming launch of [Harry Potter and the Cursed Child Parts One and Two](#) on July 31<sup>st</sup>, 2016. This new script book is based on an original story by J.K. Rowling, Jack Thorne and John Tiffany, *Harry Potter and the Cursed Child Parts One and Two*, a new play by Jack Thorne. The story centres on the life of an older Harry Potter, and will be available at all Indigo, Chapters, Coles and Indigospirit locations across Canada in just over 8 weeks.

The hotly anticipated book is currently available for pre-order at [indigo.ca](#) and Indigo customers can be the first to get their hands on [Harry Potter and the Cursed Child Parts One and Two](#) by pre-ordering online and shipping to their favourite store.

“We’re so excited to carry on our tradition as the headquarters for Harry Potter in Canada. Whether Canadians are picking up the latest book or just starting the Harry Potter series we are thrilled to celebrate this new release with our customers,” said Kirsten Chapman, EVP, Digital and Chief Marketing Officer for Indigo. “What better way to celebrate J.K. Rowling’s series than by offering fans the opportunity to get the new story first, by celebrating at midnight at one of our stores and sharing the fun with other Harry Potter fans and our team of excited booksellers.”

To celebrate the release of the latest book, Indigo is thrilled to present the following offers:

1. **Midnight Magic:** Be the first to get the book at Midnight Magic, a celebration where customers can enjoy extended hours at all Indigo and Chapters locations and select Coles and Indigospirit locations across Canada on July 30<sup>th</sup>, 2016. Stores will start handing out the book at the strike of midnight and will stay open until the last customer is served. For a complete listing of stores with extended hours, visit [indigo.ca](#).
2. **Pre-order Price Guarantee:** If the [indigo.ca](#) price of [Harry Potter and the Cursed Child Parts One and Two](#) decreases between the time customers pre-order online and the release date, customers will pay the lower price – **guaranteed**.
3. **Customers Enjoy Free Ship to Store:** Customers who purchase [Harry Potter and the Cursed Child Parts One and Two](#) on [indigo.ca](#) will enjoy free ship to store with absolutely no minimum spend.
4. **Free Exclusive Gift with Purchase:** All customers who pre-order the new book to store will receive an exclusive Indigo tote for free to mark the occasion.<sup>1</sup>

Visit Indigo’s [Harry Potter Shop](#) to stay up to date on the latest launch details.

For more information, please contact:

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<sup>1</sup> \*Offer ends July 30, 2016 and is applicable on pre-orders shipped to an Indigo, Chapters, Coles or Indigospirit store for pick up.