

MEDIA RELEASE

Harry Potter Tickets go on sale and sell thousands in hours

Tickets to the sixth instalment of the Harry Potter Film Franchise went on sale this morning for Greater Union Birch Carroll & Coyle CINE BUZZ members with record breaking results. Thousands of tickets have been sold in under 3 hours with reports coming in from cinemas that people are lining up to secure opening night seats.

For the first time ever, people who buy their tickets online to see the film at Greater Union or Birch Carroll & Coyle Cinemas also have the opportunity to enter for a once in a lifetime chance to appear in one of the final Harry Potter films.

With only four weeks to go until fans get their next dose of Harry Potter magic, we're seeing unprecedented sales. The last Harry Potter film holds the record for the total number of tickets pre-sold but from all indications that record is set to change.

Anyone wanting to buy Harry Potter and the Half Blood Prince tickets can join CINE BUZZ now for free at greaterunion.com.au or birch.com.au. Tickets will be available to non-members from tomorrow. Harry Potter and the Half Blood Prince opens July 15.

For further information please contact:

Helen Shih
Marketing Manager
Birch Carroll & Coyle Cinemas
Phone: 8981 5999
Email: helen_shih@birch.com.au