



News and Current Events :: Potter book sales: 250,000 per hour

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There's clearly something about Harry. The new Harry Potter book sold an astonishing 6.9 million copies in its first 24 hours — averaging better than 250,000 sales per hour and smashing the record held by the previous Potter release.

"This is a cause for celebration, not just for Scholastic, but for book lovers everywhere," said Lisa Holton, president of Scholastic Children's Books, author J.K. Rowling's U.S. publisher.

Sales for the sixth installment of Rowling's fantasy series easily outpaced those for Potter V, "Harry Potter and the Order of the Phoenix," which came out in 2003 and sold 5 million copies in the first 24 hours.

Acknowledging that some stores quickly ran out of books two years ago, Scholastic has already increased the print run for the latest "Harry Potter and the Half-Blood Prince" from 10.8 million copies to 13.5 million.