

Film News: ‘The Hunger Games’ Grosses \$19.7 Million at Midnight

Submitted by [TimBMartens](#) [1] on March 23, 2012 - 12:30pm

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CHICAGO – If you weren’t sure “The Hunger Games” was going to be as big as predicted, the news this morning may change your mind. Midnight showing totals for the new film are estimated to be \$19.7 million. This record breaking number lands just above “The Dark Knight” at number seven in all-time midnight showing totals, and sits behind six other films with the words “Harry Potter” or “Twilight” in their titles.

The \$19.7 million total is the highest any non-sequel film has ever grossed in midnight showing history. The film “The Hunger Games” will be chasing all weekend, and very possibly passing, is Tim Burton’s “Alice in Wonderland.” The reason is “Alice” holds many of the non-sequel box office records, and also the record for highest release total ever in the month of March.

While the film didn’t get close to the midnight record of \$43.5 million set by “Harry Potter and the Deathly Hallows Part 2,” \$19.7 million is an incredible accomplishment for the first film in this franchise. The \$19.7 million at midnight was the first victory over Burton’s film, and the fight will continue today as “The Hunger Games” will need to gross just over \$20 million more in Friday showings to pass Alice’s \$40.8 opening day total.

To become a record breaking weekend, “The Hunger Games” will need to surpass \$116.1 million, set by “Alice” in 2010. That total is number ten all time in opening weekends, number one in March, and the highest for any non-sequel release. Don’t look now, but “The Hunger Games” is well on its way. The predictions look true: we officially have the newest blockbuster franchise on our hands.



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By [TIM MARTENS](#) [15]
Staff Writer
HollywoodChicago.com
tim@hollywoodchicago.com [14]

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