

WORLD
**BOOK
DAY**
4 MARCH 2021

£1 Book Token

Primary Schools and Nurseries/Pre-Schools (UK)

World Book Day changes lives through a love of books and shared reading. Our mission is to promote reading for pleasure, offering every child and young person the chance to have a book of their own. World Book Day is an opportunity for everyone to celebrate the joy of reading. Visit worldbookday.com for brilliant ideas and resources for reading together at home. Your **£1 book token** is available below.

WORLD BOOK DAY
4 MARCH 2021

VALID FROM
18 Feb - 28 March 2021

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£1 Book Token**

Use your token to get ONE of the £1 range of books featured below for FREE or £1 OFF a book or audiobook costing £2.99 or more, at your nearest participating bookseller.

TO THE RETAILERS: Retailers participating in the World Book Day 2021 campaign undertake to redeem this £1 book token against the cost of a £1 World Book Day 2021 book or any book or audiobook costing £2.99 or more, subject to the terms and conditions. World Book Day is co-ordinated by World Book Day Ltd, registered charity 1079257. PROMOTER: World Book Day Ltd, registered charity (No: 1079257), funded by publishers & booksellers in the UK & Ireland

For full terms & conditions see worldbookday.com/terms-conditions/

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Rob Biddulph

The World Book Day £1 books are a gift from booksellers, who fully fund the cost of the £1 book token redemptions. Check with your local bookseller what plans they have in place for World Book Day. Please note:

- The £1 book token can be exchanged for one of our **exclusive, new £1 books** (see the full line-up at worldbookday.com/books/) OR for getting £1 off any book or audiobook costing £2.99 or more in participating bookshops and supermarkets.
- The book token is valid from **Thursday 18 February – Sunday 28 March 2021**. Participating booksellers will honour the tokens beyond the 28 March while stocks last. Please contact your local bookseller to check if they are able to offer £1 off other titles.
- The book token can ONLY be used in participating bookshops (find your nearest at booksellers.org.uk/wbd)
- The book token can be printed out and taken to your local bookseller. Booksellers such as Sainsbury's and Asda are unable to accept the voucher on a phone or tablet screen. For all other booksellers, please check before you visit.
- The digital £1 book token cannot be redeemed online.
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