







# £1 Book Token

Secondary 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 opportunity to have a book of their own. World Book Day is a brilliant opportunity for everyone to celebrate the joy of reading. Visit [worldbookdaysocial.com](http://worldbookdaysocial.com) for reading tips, videos, activities and recommendations from your favourite authors. Your **£1 book token** is available below.

			<p><b>TO THE RETAILERS:</b> 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 &amp; booksellers in the UK &amp; Ireland</p>  <p>9 907760 321004</p>
<h1>THIS IS YOUR</h1>			
<h1>£1 BOOK TOKEN</h1>			
	<p>Take me to your local bookseller. Swap me to get your £1 book for FREE. Or use me to get £1 off any book or audiobook worth £2.99 or more.</p>	<p>Changing lives through a love of books and shared reading. World Book Day is a charity funded by publishers &amp; booksellers in the UK &amp; Ireland.</p>	

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/](http://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](http://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.
- The digital £1 book token is intended for **SINGLE-USE ONLY**.

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Visit our FAQ page to answer all your questions: [worldbookday.com/about-us/frequently-asked-questions/](http://worldbookday.com/about-us/frequently-asked-questions/)  
To contact the World Book Day team, email [wbd@education.co.uk](mailto:wbd@education.co.uk).



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World Book Day is a registered charity funded by publishers and booksellers in the UK & Ireland.