

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](http://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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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/](http://worldbookday.com/terms-conditions/)

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Illustrated by 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/](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))
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