

National £1.00 Book Tokens

This year the children will still be able to receive their £1.00 Book tokens. This will be in the form of a single-use digital version, that can be printed at home or shown to booksellers on a phone or tablet screen. Families can redeem their £1 token in lockdown from 18.2.21 OR hold on to it to use later.

There is a list of books that can be exchanged for the £1 token on the World Book Day website using the token attached to this email.

<https://www.worldbookday.com/>

The World Book Day £1 books are a gift from booksellers, who fully fund the cost of the £1 book token redemptions. Bookshops are offering new ways to make the £1 books available, and bookshops will welcome families when they open again (the tokens will be honoured beyond 28 March – while stocks last).

Please check [**https://booksellers.org.uk/wbd**](https://booksellers.org.uk/wbd) for information about retailers open near you and contact them for information about ways to redeem the token before you visit.

The token will also be on McDonald's Happy Meal boxes through February and March, and in some children's magazines.

VALID FROM
18 Feb - 28 March 2021

WORLD
BOOK DAY
4 MARCH 2021

SPONSORED BY
NATIONAL BOOK tokens

This is your £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.

Changing lives through a love of books and shared reading.

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/

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

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/) 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. Some booksellers will accept the voucher on a phone or tablet screen. 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**.

