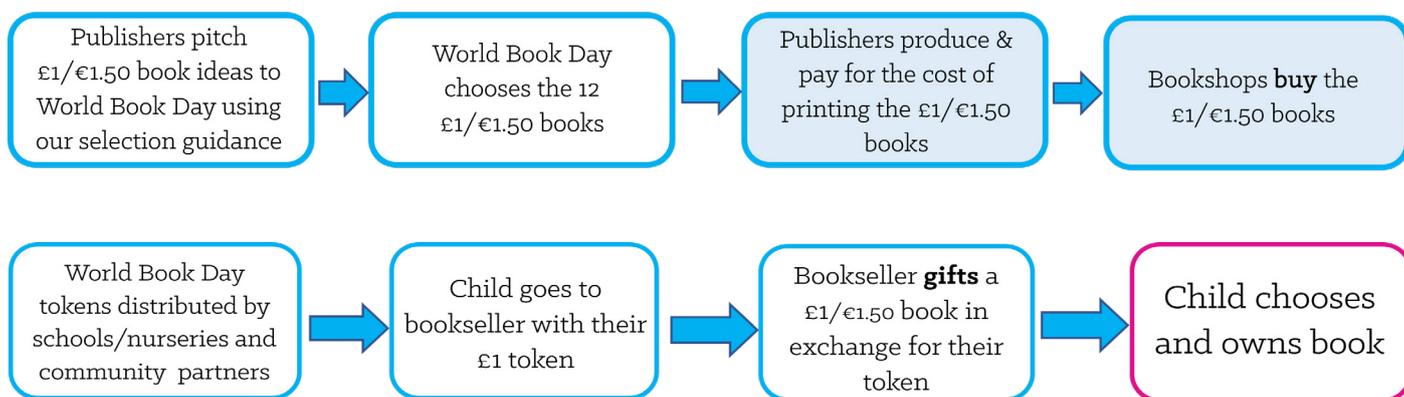


# World Book Day's £1/€1.50 books information sheet

Giving children and young people the opportunity to choose and own a book of their own is at the heart of World Book Day's mission to encourage reading for pleasure. Every year, we work with publishers to produce 12 new and exclusive £1 books for children. These publishers and participating booksellers take on the costs of creating and distributing the books.

Thanks to you and our community partners, 15 million £1 tokens are distributed to children and young people so they can experience choosing one of these books for FREE from their **nearest bookseller**. Your local bookseller might be on a high street or could be a supermarket. Asda, Morrisons, Sainsbury's and Tesco all stock the £1 books. You can find more detailed information below.

## The World Book Day £1/€1.50 books



## GET IN TOUCH WITH YOUR LOCAL BOOKSELLER

Early conversations give you more time to plan World Book Day celebrations, to make sure your school can access the £1 books with the help of booksellers, and create a relationship that can go on beyond World Book Day.

- Bookshops are brilliant places to discover reading recommendations and to enjoy events with authors and illustrators. They can create a great experience for your children in their shop or you can work with them to bring the £1 token and £1 book exchange closer to your school/nursery.
- Your local bookseller might be on a high street or could be a supermarket. Asda, Morrisons, Sainsbury's and Tesco all stock the £1 books. You can also find your nearest bookseller at [booksaremybag.com](https://booksaremybag.com) or email [wbd@education.co.uk](mailto:wbd@education.co.uk).
- Booksellers take part in World Book Day because they want to help create the readers of the future. Booksellers buy the books and give them to children in exchange for the £1 token. They give children the chance to experience choosing and owning a book – for free.

### Book fairs

- Book fairs in school are a great way to bring the excitement and joy of choosing books closer to children.
- If a book fair is visiting your school for World Book Day please ensure the £1 books are available so that all children can have the experience of choosing and owning a book – for free. Please talk to us about ways to do this - [wbd@education.co.uk](mailto:wbd@education.co.uk).

### Bringing authors & illustrators into your celebrations

- Including authors & illustrators in your World Book Day celebrations can bring them to life and are an excellent way of inspiring children.
- Contact [Authors Aloud](#) or [Authors Abroad](#) to find out how you can arrange an in-person or digital event.
- Authors and illustrators are very popular on World Book Day – get in touch early to arrange an event for your school.

### Working with libraries

- Connect with your local library to find out about their World Book Day plans. You could plan a visit to your local library or invite a librarian in for a special World Book Day event.
- Find your nearest library at: [gov.uk/local-library-services](https://gov.uk/local-library-services).
- Encourage children and their families to join their local library to benefit from the huge selection of books to borrow for free, as well as expert advice and family reading events.

### Reaching children in areas of disadvantage

- World Book Day would like to make sure that every child can have the experience of choosing and owning a book – for free. We work with partners such as the National Literacy Trust and Read for Good to make an extra effort to reach children in areas of disadvantage.
- If your school has a higher than average (25%) provision of free school meals, please talk to us about how to celebrate World Book Day by emailing [hi@worldbookday.com](mailto:hi@worldbookday.com).

## FAQ's

### How are the £1/€1.50 books chosen?

- World Book Day works with publishers to create a list of £1/€1.50 books to appeal to a wide range of children at all ages, interests, and stages of reading – especially those children who don't already see themselves as readers.
- Publishers suggest titles and an expert selection panel (from libraries, communities, partner charities and retailers) chooses from these submissions. The [World Book Day trustees](#) approve the final list.
- Once chosen the publishers produce the book with the author and illustrator and ensure it's printed in time for World Book Day.

### How can children choose their £1/€1.50 books?

- Children can use the 'Look Insides' on each of the £1 book pages to help them choose a book. These are available on [worldbookday.com/books](http://worldbookday.com/books) in the January before World Book Day takes place.

### How can children use their £1/€1.50 token to receive a £1/€1.50 book for free?

- Booksellers buy the £1 books from the publishers in order to gift them to children.
- World Book Day, in partnership with schools, nurseries and other partners, distributes the £1/€1.50 World Book Day book tokens to children and young people.
- Children can swap their £1 token for any of the World Book Day books or get £1 off a full price title (€1.50 off in Ireland) any full price book or audiobook (as long as the book or audiobook costs at least £2.99 (or €3.99 in Ireland) at participating booksellers.
- The best way to enable children to swap their token for a book in school is to work in partnership with your nearest bookseller. Your local bookseller might be on a high street or could be a supermarket. Asda, Morrisons, Sainsbury's and Tesco all stock the £1 books. You can also find your nearest bookseller at [booksaremybag.com](http://booksaremybag.com) or email [wbd@education.co.uk](mailto:wbd@education.co.uk).

If you have any further questions, please do get in touch at [hi@worldbookday.com](mailto:hi@worldbookday.com).