

WORLD  
**BOOK  
DAY**

6 MARCH 2025

# WORLD BOOK DAY®

creating the readers  
of the future



The charity World Book Day was set up to encourage children and young people to love books and reading and offer them the opportunity to have a book of their own. World Book Day is a chance for everyone to come together and highlight how, when children choose to read as a hobby, it can make a significant impact on their future life chances<sup>1</sup>.

## How the £1/€1.50 book tokens work

Nearly **1 million children** in the UK don't have a book of their own<sup>2</sup>. **With your help**, World Book Day offers every child and young person the opportunity to **exchange their £1/€1.50 token for a free book**.

For many children their visit to YOUR shop with token in hand could be the moment that inspires a life-changing love of reading. For 1 in 4 children receiving Free School Meals, the book they chose to buy with their £1 book token is the first book of their own<sup>3</sup>.

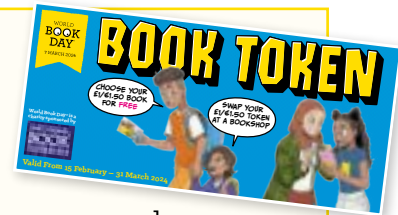
## The journey of a book token

World Book Day send £1/€1.50 book tokens to children via schools and early years settings. Tokens also available through magazines, McDonalds and community partnerships

Child goes to participating bookshop, supermarket or high street retailer with their token

Bookseller buys the £1/€1.50 books from publishers and gifts them to children in exchange for their token

Child chooses and owns book



## Read Your Way

We put children's voices at the heart of World Book Day. Use the **Read Your Way** message to celebrate children's choices and help them discover the fun of reading, on their own terms.



## Good to know

- World Book Day £1/€1.50 book tokens are valid from **Thursday 13 February until Sunday 23 March 2025**.
- Only one token can be used per child
- Each token can only be used once
- Children can exchange their £1/€1.50 book token for a £1/€1.50 World Book Day OR use it to get £1/€1.50 off any ANY book or audiobook costing £2.99/€3.99
- Find out more at [worldbookday.com](http://worldbookday.com)

Holding a World Book Day event in your store? Add the details to our map at [www.worldbookday.com/celebrate-world-book-day/local-events/](http://www.worldbookday.com/celebrate-world-book-day/local-events/) and share your pictures on social media using **#WorldBookDay** and tag us on



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**Thank you for all you do to support World Book Day.**

**Changing lives through a love of books and reading**

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