

The Big Bad Wolf Book Sale returns to Pahang

METRO NEWS 

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KUANTAN: Known as the World's Biggest Book Sale, the Big Bad Wolf Book Sale is returning to Pahang from Feb 28 to March 9 at Universiti Malaysia Pahang's Gambang Campus' sports complex from 10am to 12 midnight daily.

Admission to the 11-day Book Sale is free and book lovers can enjoy books up to 95% off recommended retail prices.

Best known for its incredibly affordable prices, the Big Bad Wolf Book Sale is prepared to bring book lovers a wide variety of books from genres such as literature, thrillers, romance, self-help, architecture, cooking, graphic novels and many more with 80% of new titles available. Parents will also be spoilt for choice with the offering of children's books such as storybooks, activity books, board books, pop-up books and picture books.

"We would love to thank everyone for the tremendous support shown to us at our Book Sale last year. We are back again, and this time, we are bringing more than 80% of brand-new titles to Pahang citizens. Books lead us to explore the world with a broad mind and imagination, we are glad to provide an opportunity for all to explore the world of knowledge," said Big Bad Wolf Book Sale cofounder Andrew Yap.

The Magical Books that features the cutting-edge Augmented Reality (AR) technology were introduced last year and received an over-whelming response from the visitors who discovered the magic of Augmented Reality.

This year, the Book Sale will be bringing a total of 17 titles of Magical Books.

Other than the Magical Books, one of the highlights of this year's sale is the Come-To-Life Puzzle Sets. Each of the 2-in-1 set comprises of a 28-piece puzzle that also feature the latest cutting-edge Augmented Reality (AR) technology. Once the physical puzzle is being put together, users can scan the completed puzzle with the free Hippo Magic app, resulting in a come-to-life character and threedimensional interactive scene appearing over the puzzle. Recommended for children from ages three to ve years old, these puzzle sets offer young learners the experience of putting the physical puzzles together and also to play with their favourite classic characters. The Come-To-Life Puzzles will be

featured in the Book Sale including Little Red Riding Hood, Goldilocks and the Three Bears, Cinderella, Sleeping Beauty and many more.

Aside from international publishers, the Book Sale also includes more than 40 local publishers this year. Publishers like Kualiti Books, Sasbadi, PTS and Pelangi will be bringing in educational titles at discounted prices whereas Buku Fixi, Patriots Publication, Lejen Press, DuBook Press and Iman Publication will be featuring local novels during the sale.

Visitors to the Book Sale will also have the opportunity to pick and donate books through its Corporate Social Responsibility arm, Red Readerhood, which partners with local organisations to give books to those in need.

“We are glad to announce that with the collective efforts and generosity of our visitors, we managed to collect 2,579 books during the

Big Bad Wolf Book Sale Pahang 2019 which was donated to Harap Pahang, a local community focusing on education and community care. This year, we will continue our collaboration with Harap Pahang to further spread the love of reading and make quality books accessible to the underprivileged,” Yap added.

Harap Pahang caters to learners aged ve to 23 years old and the Big Bad Wolf Book Sale Pahang 2020 will donate 200 books to kick-start the Red Readerhood initiative.

Visitors are encouraged to be part of the book donation by choosing and donating books from the Red Readerhood corner, located after the cashiers.

Besides books, visitors can also nd the Big Bad Wolf Book Sale magnets, button badges and T-shirts at the merchandise corner.

In 2019, the Big Bad Wolf Book Sale has traveled to 32 cities in 10 countries including Thailand, Indonesia, Sri Lanka, the Philippines, Taiwan, United Arab Emirates, Myanmar, Pakistan, South Korea and Malaysia.

This year, the Book Sale left its footprint in Phnom Penh, Cambodia for the rst time, and it continues committed to make affordable books accessible to everyone.