

The Big Bad Wolf sale is back again and their first stop is Pahang

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Known as the World's Biggest Book Sale, the Big Bad Wolf Book Sale is returning to Pahang from 28 Februari 2020 at Kompleks Sukan, Universiti Malaysia Pahang, Gambang Campus from 10 am to 12 midnight daily the 11-day Book Sale is FREE and book lovers can enjoy books at 75% to 95% off recommended retail price

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

Book fans of Lauren Weisberger will be excited with the sequel novel, *When Life Gives You Lululemons*, a on the first assistant to Miranda Priestly from *The Devil Wears Prada*. Whilst, those who are passionate would not want to miss *Malaysia: Recipes from a Family Kitchen*, a collection of Ping Combees family winner of Master Chef 2014. Visitors from different backgrounds will be excited to find a book that the Book Sale.

**BIG
BAD
WOLF
BOOK SALE**

PAHANG

75%-95% DISCOUNT

**28 FEB 2020
- 9 MAR 2020** | **10-12
AM MIDNIGHT**

**KOMPLEKS SUKAN
UNIVERSITI MALAYSIA PAHANG,
GAMBANG CAMPUS**

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The Magical Books that features the cutting-edge Augmented Reality (AR) technology were introduced received an overwhelming response from the visitors who discovered the magic of Augmented Reality. The Bad Wolf Book Sale Pahang will be bringing a total of 17 titles of Magical Books. For parents and teachers looking for an interactive way to engage with the children, the Magical Books create an immersive reading experience for all. 6 new titles including *The Wheels on the Bus*, *Old Macdonald*, *Disney Frozen Party*, *Disney Winnie the Pooh: Fun with First Words*, *ABC Fun with Mickey* and *Counting Fun with Mickey* the Book Sale.

Other than the Magical Books, one of the highlights of this year's Sale is the Come-To-Life Puzzle Sets. Each set comprises a 28-piece puzzle that also features the latest cutting-edge Augmented Reality (AR) technology. As the physical puzzle is being put together, users can scan the completed puzzle with the free Hippo Magic app to bring a character and three-dimensional interactive scene appearing over the puzzle. Recommended for ages 3-5 years old, these puzzle sets offer young learners the experience of putting the puzzle together and also to play with their favourite classic characters. The Come-To-Life Puzzles will be featured in the Book Sale Pahang 2020 including *Little Red Riding Hood*, *Goldilocks and the Three Bears*, *Cinderella*, *Sl* and many more.



Aside from international publishers, the Big Bad Wolf 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, whereas Buku Fixi, Patriots Publication, Lejen Press, DuBook Press and Iman Publication will be selling novels during the sale.

Visitors to the Big Bad Wolf Book Sale Pahang 2020 will also have the opportunity to pick and donate books. The Corporate Social Responsibility arm of the Big Bad Wolf Book Sale, Red Readerhood, has partnered with organisations to give books to those in need.



Besides books, visitors can also find the Big Bad Wolf Book Sale magnets, button badges and T merchandise corner. In 2019, the Big Bad Wolf Book Sale has travelled to 32 cities in 10 countries including Indonesia, Sri Lanka, the Philippines, Taiwan, United Arab Emirates, Myanmar, Pakistan, South Korea and this year, the Book Sale left its footprint in Phnom Penh, Cambodia for the first time. The Big Bad Wolf continues its journey to make affordable books accessible to everyone.