



ThriftBooks 500 Billion Page Challenge

Manifesto

A decade ago, Americans read nearly 500 billion pages a year. That's 500 billion pages of meeting characters that shape us and delight us. 500 billion pages of learning how others see the world. And more importantly, it's 500 billion pages doing what only reading can do: lighting up our minds and imaginations in ways that make us more curious, more creative, more ourselves.

Then... something changed. We scrolled more. We streamed more. And we started reading less. 200 Billion Pages a year less. We traded meaningful experiences for quick, shallow ones.

We lost something valuable in those pages, so let's get them back.

If we all read just a little more, a few pages a day, a chapter before bed, we don't just slow the decline. We reverse it. Together, we can get all the way back to 500 Billion pages.

Reading doesn't have to be homework, it can be fun. Whatever your passion, whatever your interests, whatever you love, there's a book you'll love. Let's start reading it.

A few pages a day. A few more books this year. Wherever you're starting from, just read a little more and get your pages in.

Join the 500 Billion Page Challenge today, go to thriftbooks.com/challenge to learn more.