

Program Overview

As the world's largest online independent new and used bookseller, ThriftBooks celebrates books and the people who love them. With an unbeatable selection and everyday low prices, we make it easy for anyone to find their next great read.

Now, we're launching the 500 Billion Page Challenge—a nationwide movement to help Americans rebuild their reading habits with zero pressure, zero guilt, and plenty of encouragement. Through affordable books, practical tips, and a steady dose of inspiration, our rallying cry is simple: *We're in this together.*

Why 500 Billion Pages?

A decade ago, Americans collectively read nearly 500 billion pages per year. Today, that number has fallen significantly—leaving billions of pages (and countless stories) behind due to distractions from screens and life.

The Challenge reframes the decline not as a failure, but as a shared opportunity. Nearly 9 in 10 U.S. adults say reading just three pages a day is a realistic goal. So, if we each read a little more, we'd be well on our way to stemming the tide.

BUT, this isn't a race. There are no deadlines or penalties. Just an open invitation for every reader in America to #GetYourPagesIn, set your own reading goals and help bring the nation back to 500 billion pages—together.

Learn more or join the movement at ThriftBooks.com/challenge.

Let's Do This Together

At ThriftBooks, we believe reading should be accessible, affordable, and joyful. The 500 Billion Page Challenge is our way of helping America rediscover the creativity, curiosity, and calm that reading brings. No judgement. No pressure. Just the shared joy of turning a few more pages, together.