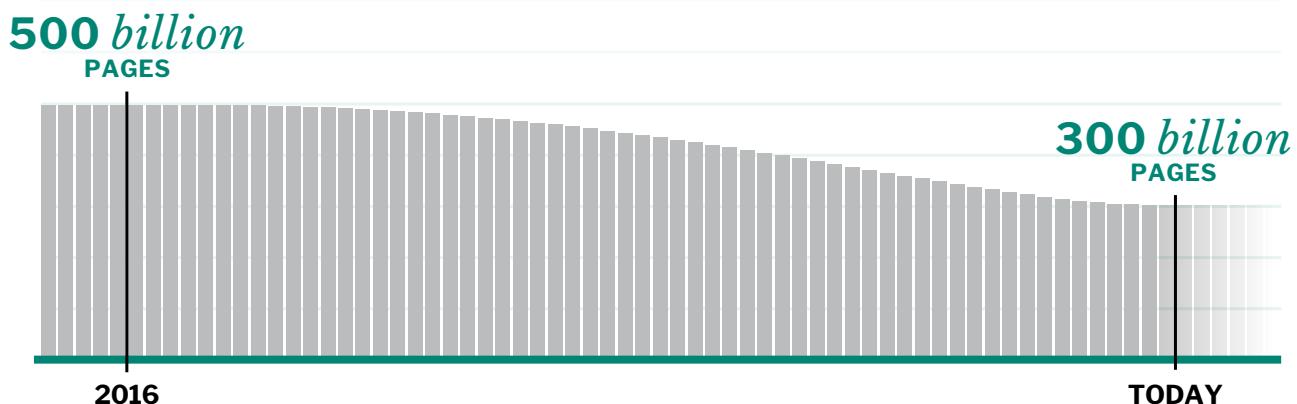


Welcome to the 500 Billion Page Challenge

*Over the past decade, Americans have lost
nearly 200 billion pages of reading*



Source: U.S. Census Bureau, Pew Research Center, and Gallup

Let's change this trend!

*Reading just a few pages a day
can reverse the decline.*

34%
say the biggest barrier to
a daily reading regimen is
*too many distractions**

57%
say the hardest part
of reading is *getting started**

87%
say a realistic number of
pages they would like to
read per day is *3 or more**

*According to a new nationwide survey of U.S. adults conducted by Atomik Research commissioned by ThriftBooks

Join today! Visit
www.thriftbooks.com/challenge

