

LONDON--([BUSINESS WIRE](#))--Anyone looking to get their Christmas shopping done early, or simply treat themselves to a few new reads, will love the Book People's upcoming Week of Wonder, when there'll be a different offer to take advantage of every day.

On Friday November 8th, visitors to the online retailer's website will meet Little Red Riding Hood, who they will then be able to follow on a fairy tale journey that she embarks upon over the course of the following week. Each day, she will come across a different fairy tale character who will be on hand to offer customers an unmissable deal.

After encountering famous faces like Sleeping Beauty, Red Riding Hood will eventually meet Father Christmas at the end of her adventure, where he'll be waiting with a sack full of savings.

The special offers are top secret and will be revealed at www.thebookpeople.co.uk at the beginning of every day. But customers will have to hurry if they want to take advantage of the savings, as they will only be available until midnight before they disappear to make way for the next deal.

Ryan Barham, editor at the Book People, said: "The Week of Wonder is the perfect opportunity for people to save a lot of money on their Christmas presents and get some of their shopping done early before the big December rush. We're all really excited about the event and have some major titles to offer our customers at amazingly low prices."

There isn't long to wait until Red Riding Hood begins her journey, but those who are looking forward to seeing what all the fuss is about can take a sneaky peak at the teaser page online: http://www.thebookpeople.co.uk/webapp/wcs/stores/servlet/qs_content1_tbp?storeId=10001&catalogId=10051&langId=100&spotName=w1 WeekOfWonder

Ryan added: "We don't want to give too much away just yet, but let's just say these offers aren't to be missed!"

The Book People Launches Festive Week of Wonder Giveaway

Written by Australian Business

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