



November 18, 2025

Books-A-Million Announces Holiday Book Sale: “Enter the Story This Christmas”

EDWARDSVILLE, Illinois — November 18, 2025 — This holiday season, Books-A-Million (BAM), one of America’s leading bookstore destinations, invites readers of all ages to celebrate the joy of giving—and discovering—with its **annual Christmas Book Sale**. From November 28th through December 23rd, shoppers can explore thousands of titles, find exclusive collectibles, and enjoy unbeatable bargains in stores nationwide and online.

“Books-A-Million is more than just a bookstore—it’s a place where readers can explore, connect, and immerse themselves in the worlds they love,” said Trisha Rademan, Manager at BAM. “This Christmas, we want to bring families, friends, and book lovers together to discover new stories, share their favorite fandoms, and find gifts that truly spark joy.”

THE GREAT **BIG**
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BOOK SALE
BOOK SALE

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SAVINGS
ON THOUSANDS
OF ITEMS IN STORES AND ONLINE

Highlights of the Christmas Book Sale include:

- **Thousands of discounted titles** across every genre, including trending BookTok favorites, holiday classics, and bestsellers.
- **Exclusive collectibles and merchandise** perfect for fandom enthusiasts, manga readers, and pop-culture fans.
- **Bargain books and curated displays** that make shopping fun, engaging, and inspiring.
- **In-store events and community experiences** where visitors can meet fellow readers, participate in holiday-themed activities, and enjoy a festive atmosphere.



Books-A-Million has long been recognized for creating a welcoming “third place” for readers—an immersive space to relax, browse, and explore beyond the digital world. With its extensive selection, curated recommendations, and fandom-focused merchandise, BAM stands apart from other retailers, offering a unique combination of discovery, emotional satisfaction, and community connection.

Don’t miss this opportunity to find gifts for every reader on your list, experience the joy of in-store browsing, and celebrate the magic of books this holiday season.

For more information:

Visit www.booksamillion.com or your local BAM store. Follow us on social media at @BooksAMillion for updates, featured deals, and holiday surprises.

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