

# Sampath Bank Partnered With Big Bad Wolf

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*Darshin Pathinayake, Head of Card Center, Sampath Bank.*

Sampath Bank joined hands with the Big Bad Wolf Online Book Sale, yet again.

This partnership was part of the Bank's continued efforts to promote the habit of reading and nurture a new generation of readers by making books more affordable and accessible.

The Big Bad Wolf Online Book Sale was held online this year due to the COVID-19 pandemic. Book lovers across the country availed themselves of discounts of up to 90 percent as well as a host of other benefits when they purchased on [bigbadwolfbooks.lk](http://bigbadwolfbooks.lk).

Being this year's official banker, Sampath Bank sought to help readers make the best of the massive discounts on offer and purchase their favorite books through its 'Read now and pay later with SampathCards' initiative.

"We were delighted to extend our longstanding partnership with the Big Bad Wolf to this year's Big Bad Wolf Online Book Sale," said Darshin Pathinayake, Head of Card

Centre, Sampath Bank. Adding further, “Going beyond delivering value to the nation through our innovative financial solutions, we seek to play a larger, more active role in society. We firmly believe that nurturing the habit of reading will help stimulate the minds of all Sri Lankans, especially our younger generation, and broaden their horizons. In line with this, we will continue to support events such as this that make books more affordable and accessible.”