



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
SCHOOLS DIVISION OF IMUS CITY

24 October 2025

DIVISION MEMORANDUM

No. 674, s. 2025

**PARTICIPATION ON THE 91st NATIONAL BOOK WEEK
CONTEST**

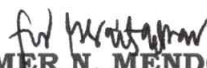
To: OIC – Assistant Schools Division Superintendent
OIC – CID Chief Education Supervisor
OIC – SGOD Chief Education Supervisor
Education Program Supervisors
School Heads/TICs/OICs (Public & Private Schools)
All others concerned

1. The Schools Division Office through the Curriculum Implementation Division – Learning Resource Management Section (CID-LRMS) will be celebrating the 91st National Book Week this coming November 24-28, 2025 with the theme: **Tulay ang Pagbasa sa Bukas na Puno ng Pag-asa.**
2. The SDOIC has prepared different fun competitions designed for learners that will encourage reading and literacy, provide platforms for creative and reflective literacy expressions, and encourage youth participation in building a hopeful, knowledge-based future.
3. All entries and activities will be conducted on asynchronous modality. The lineup of activities to be conducted from November 3-21, 2025 are the following:

Activities	Target Participants/ Contestants	Submission of Entries	Google Forms for the Submission of Entries
Digital Poster Making	JHS (Gr. 7-10) SHS (Gr. 11-12)	November 14, 2025	https://tinyurl.com/2025DigitalPoster
Book Face Photography Contest	JHS (Gr. 7-10) SHS (Gr. 11-12)	November 14, 2025	https://tinyurl.com/2025BookFaceContest
Making Reading a Habit: A Reading Promotional Video Contest	Grade 6 JHS (Gr. 7-10) SHS (Gr. 11-12)	November 14, 2025	https://tinyurl.com/2025VideoReadingHabit

LibraReels (Library on Reels) Contest	Grade 2-6	November 14, 2025	https://tinyurl.com/2025LibraReels
Batang Kwentista: Video Storytelling Contest	Grade 2-6	November 14, 2025	https://tinyurl.com/2025BatangKwentista

4. All aspiring participants are required to download the Parent Consent Form for Contest Participation in this link <https://tinyurl.com/2025NBWParentConsent> and to be uploaded on the designated contest submission link together with their entries.
5. All ALS learners are invited to participate.
6. Enclosed are the mechanics/guidelines for information and reference.
7. There will be no registration fee to be collected. Funds for this purpose shall be charge to Division MOOE subject to usual accounting and auditing rules and regulations.
8. The awarding ceremonies will be conducted face-to-face. The final date and venue will be announced in a separate Memorandum.
9. For queries, please contact Mr. Reden M. Cruzado, Librarian II at (046) 419 8450 local 217.
10. Immediate dissemination of this Memorandum is earnestly desired.


HOMER N. MENDOZA
 Assistant Schools Division Superintendent
 Officer-in-Charge
 Office of the Schools Division Superintendent

Encl.: As Stated

Reference: None

To be indicated in the Perpetual Index

Under the following subject:

CELEBRATIONS AND FESTIVALS
 CONTESTS
 LIBRARY
 PERFORMANCE

Enclosure No. 1 to Division Memorandum No. 674 s. 2025.

MECHANICS OF ACTIVITIES

1. DIGITAL POSTER MAKING CONTEST (JHS & SHS)

The purpose of the Digital Poster Making Contest aims to spice up and encourage interests in reading, love for books, and to engage the Junior and Senior High School Students into the celebration of the 91st National Book Week.

Guidelines/Mechanics:

1. The contest is open to all Junior High School and Senior High School in the public and private schools of Imus City. Only one entry per student is allowed to be submitted.
2. The poster must illustrate, interpret, and emphasize the theme of the 91st National Book Week **“Tulay ang Pagbasa sa Bukas na Puno ng Pag-asa”**
3. The submitted entry shall possess the following specifications:
 - a. Poster must be in an A4 size format, in a PORTRAIT orientation.
 - b. Rendered in PNG and RGB colors.
 - c. Could use any software applications (e.g. Photoshop, Canva, or any related software applications or media for digital posters.)
 - d. Submitted entry must be in pdf format.
4. Entries must be original, unpublished work, and not yet entered in other competition related to the National Book Week contest.
5. Artists retain the copyright of their work. All winning posters (the copyrighted works) shall become SDOIC property upon receipt of the prize by the artist. The artist grants SDOIC unlimited rights to use copyrighted works in any way it deems fit in the furtherance of their mandate or purposes of existence.
6. Entry should be uploaded to <https://tinyurl.com/2025DigitalPoster> on or before November 14, 2025, Friday, 5:00PM. File name must be *[Surname, First name_School name]*
7. Follow our Facebook Page “SDO Imus City Library”. All entries will be posted here from November 15-19, 2025.
8. Invite your friends to **“Heart React”** to your photo. The more heart reactions you get, the more chances of winning. The use of auto likes is strictly prohibited. Those caught using auto likes will have their entry disqualified.

Criteria:

Originality	30%
Pictorial design and composition	15%
Relevance to the theme	25%
Peoples' Choice (heart reaction)	30%
TOTAL	100%

9. There will be five (5) winners of this contest, and they will receive exciting prizes.
10. Submission of entry constitutes permission to use the contestant's name and entry for purposes of presentations and promotion without additional compensation.

2. BOOKFACE PHOTOGRAPHY CONTEST (JHS & SHS)

A BookFace is a photo that lines up your face or body with a cover of books and magazines that has a matching body part. The contest aims to showcase the Filipino's creativity through the use of books as artistic objects, foster the love for reading, and promote the Philippines' print collections.

Guidelines/Mechanics:

1. The contest is open to all Junior and Senior High School students in the public and private schools in SDO Imus City.
2. Find a book/journal/magazine cover with a face or part of a face and take a photo of yourself using the book as part of the image. Be creative!
3. Each participant is allowed to submit only one (1) entry through this link <https://tinyurl.com/2025BookFaceContest> The deadline of the submission of entries is on November 14, 2025, Friday, 5:00 PM. File name must be *[Surname, First name_School name]*
4. All entries will become property of SDO Library. Submission of entry constitutes permission granted to SDO Imus City Library to upload the entry to its official Facebook Page.
5. Follow our Facebook Page "SDO Imus City Library". All entries will be posted here from November 15-19, 2025.
6. Invite your friends to "Heart React" to your photo. The more heart reactions you get, the more chances of winning.
7. The use of auto likes is strictly prohibited. Those caught using auto likes will have their entry disqualified.

Criteria:

Originality	35%
Creativity and Presentation	30%
Peoples' Choice (heart reaction)	35%
TOTAL	100%

8. There will be five (5) winners of this contest, and they will receive exciting prizes.
9. Submission of entry constitutes permission to use the contestant's name and entry for purposes of presentations, marketing and promotion without additional compensation.

3. Make Reading a Habit: A Reading Promotional Video Contest (Grade 6, JHS & SHS)

“Making Reading a Habit” is a promotional video contest encouraging learners to integrate reading into their daily routines. It emphasizes the importance of regularly engaging with reading materials, whether it’s books, articles, newspapers, or digital content. By adopting reading as a habit, learners can enhance their knowledge, expand their perspectives, improve language skills, and foster personal growth.

Guidelines/Mechanics:

1. The contest is open to all Grade 6, Junior and Senior High Schools in the public and private schools in SDO Imus City.
2. Individual and group entries will be accepted. Each individual or group should submit only ONE entry.
3. Create a 2-3 minute video on promoting the habit of reading. You may opt to use personal experiences or fictional stories to emphasize the importance of reading. While conveying the message, participants are advised to engage viewers emotionally and intellectually. Diversity in reading materials and authors should be highlighted.
4. Video submissions must be in English or Filipino. Subtitles are required to promote inclusiveness.
5. Acceptable video format—MP4. All entries must be original work. Plagiarism or copyright infringement will lead to disqualification.
6. Entries must be submitted via this link <https://tinyurl.com/2025VideoReadingHabit> The deadline of the submission of entries is on November 14, 2025, Friday, 5:00PM. File name must be *[Surname, First name_School name]*
7. All entries will become property of SDO Library. Submission of entry constitutes permission granted to SDO Imus City Library to upload the entry to its official Facebook Page.
8. Follow our Facebook Page “SDO Imus City Library”. All entries will be posted here from November 15-19, 2025.
9. Invite your friends to “Heart React” to your video. The more heart reactions you get, the more chances of winning. The use of auto likes is strictly prohibited. Those caught using auto likes will have their entry disqualified.

Criteria:

Originality	30%
Message delivery (clarity of content)	20%
Relevance to the theme	20%
Peoples’ Choice (heart reaction)	30%
TOTAL	100%

10. There will be five (5) winners of this contest, and they will receive exciting prizes.

11. Submission of entry constitutes permission to use the contestant's name and entry for purposes of presentations, marketing and promotion without additional compensation.

4. LibraReels (Library on Reels) Contest (Elementary—Grades 2-6)

This contest is a creative competition where participants will create a short video, typically in the Reels format to promote libraries, reading, literacy, or specific library services/resources. It encourages the use of engaging, modern media to showcase the value and offerings of libraries to a younger audience.

Guidelines/Mechanics:

1. The contest is open to Elementary (Grades 2-6), Individual or group (maximum of 3 members) are welcome.
2. Participants shall create a video (maximum of 1 minute) in vertical format featuring their love for the library. They can create content using popular dance trends, storytelling, library tours, or by featuring their favorite library resources and services.
3. Each participants is allowed to submit only one (1) entry through this link <https://tinyurl.com/2025LibraReels> The deadline of the submission of entries is on November 14, 2025, Friday, 5:00PM. File name must be *[Surname, First name_School name]*
4. All entries will become property of SDO Library. Submission of entry constitutes permission granted to SDO Imus City Library to upload the entry to its official Facebook Page.
5. Follow our Facebook Page "SDO Imus City Library". All entries will be posted here from November 15-19, 2025.
6. Invite your friends to "Heart React" to your reels. The more heart reactions you get, the more chances of winning. The use of auto likes is strictly prohibited. Those caught using auto likes will have their entry disqualified.

Criteria:

Originality	20%
Clarity and Message	30%
Production Quality	20%
Peoples' Choice (heart reaction)	30%
TOTAL	100%

7. There will be five (5) winners of this contest, and they will receive exciting prizes.
8. Submission of entry constitutes permission to use the contestant's name and entry for purposes of presentations, marketing and promotion without additional compensation.

5. BATANG KWENTISTA: VIDEO STORYTELLING CONTEST (Grade 2-6)

The purpose of this contest is to encourage learners to enhance their communication and performance skills by creatively telling a story in a video format. It aims to reintroduce the love of reading, literature, and the art of storytelling to young participants. This contest showcases our favorite Pinoy Book Characters while enjoying and having fun.

Guidelines/Mechanics:

1. This is open to all public and private elementary students (Grade 2-6) of Imus City.
2. Each participant must select a Filipino-authored story (storybook, folklore, legends, myths, or modern children's stories). Only Pinoy Book stories must be used.
3. Parents/Family members are welcome to join in and assist in retelling the story, making it a family-based activity. Take note that parents/family members can take an active role as narrator, supporting characters, or helping with props, but the learner should remain the central figure in telling the story.
4. The book must be featured in the video. The storyteller shall mention the title, author, illustrator and publisher of a book.
5. Each participant will record a video of their storytelling performance. The use of props, costumes, graphics and video editing are encouraged to enhance the story.
6. Entry must be a storytelling video told in Filipino and must not exceed 4 minutes and must be submitted in mp4 format with 480p resolution.
7. Entry should be uploaded to <https://tinyurl.com/2025BatangKwentista> on or before November 14, 2025, Friday, 5:00PM. File name must be *[Surname, First name_School name]*
8. All entries will become property of SDO Library. Submission of entry constitutes permission granted to SDO Imus City Library to upload the entry to its official Facebook Page.
9. Follow our Facebook Page "SDO Imus City Library". All entries will be posted here from November 15-19, 2025.
10. Invite your friends to "Heart React" to your video. The more heart reactions you get, the more chances of winning. The use of auto likes is strictly prohibited. Those caught using auto likes will have their entry disqualified.

Criteria:

Originality	25%
Storytelling techniques	30%
Creativity and Visual Presentation	25%
Peoples' Choice (heart reaction)	20%
TOTAL	100%

11. There will be five (5) winners of this contest, and they will receive exciting prizes.
12. Submission of entry constitutes permission to use the contestant's name and entry for purposes of presentations, marketing and promotion without additional compensation.