



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
Maralco Avenue, Pasig City

OFFICE OF THE SECRETARY

May 29, 1997

DECS MEMORANDUM

No. 200, s. 1997

NATIONAL CHILDREN'S BOOK DAY CELEBRATION

To: Regional Directors
Schools Superintendents
Grade School Principals/Teachers
School Librarians

1. The Philippine Board on Books for Young People, tasked with coordinating the celebration of National Children's Book Day by virtue of Presidential Proclamation No. 2365, announces the celebration of the 14th National Children's Book Day (NCBD) on July 15.
2. The theme of this year's NCBD celebration is "Aklat Pinoy, Diwang Pinoy". It aims to create awareness on the importance of literacy and promote the availability of school books which cultivate love for knowledge and country among children, as well as highlight the achievements of Filipinos in the field of arts, science, music, education, literature, etc., which teach positive values and set models for the young.
3. In line with the celebration, there will be a film showing and multi-media computer exhibit at the Sentrong Pangkultura ng Pilipinas (CPP); book exhibit that will feature children's books, posters, and other educational materials from different countries, including the Philippines, and storytelling, art sessions, and children's book sale at selected National Bookstore branches in Metro Manila.
4. Considering the importance of this affair, the heads of schools, in coordination with librarians and teachers, are called upon to commemorate the occasion with fitting activities and to call the attention of pupils/students and the whole community to the importance of books to children.
5. Suggested activities for the occasion are:
 - a. honor young achievers in the community;
 - b. a literary-musical program on the importance of books to children;
 - c. reading and storytelling sessions using children's books as materials and references;

- d. creating posters and slogans arousing the interest of children on reading;
- e. holding posters and children's book exhibits;
- f. tour of libraries showing childrens books that arouse their interest; and
- g. convocation with appropriate speakers.

6. For more significant and responsive education in the Philippines, it is desired that this Memorandum be immediately disseminated to all schools concerned.


RICARDO T. GLORIA
Secretary

Reference:

DECS Memorandum No. 147, s. 1995

Allotment: 1-2-3-4—(M.O. 1-87)

To be indicated in the Perpetual Index
under the following subjects:

BOOKS
CELEBRATIONS & FESTIVALS
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