



Office of the Secretary

DepED MEMORANDUM
No. **444**, s. 2004

NOV 16 2004

Direct Line: 633-7208 / 7228
Fax: 636-4876
DETxt : 0919-4560027
E-mail: osec@deped.gov.ph
Website: <http://www.deped.gov.ph>

2005 READERSHIP MASCOT CONTEST

To: Bureau Directors
Regional Directors
Schools Division/City Superintendents
Heads, Public Schools

1. The National Book Development Board (NBDB) has launched the 2005 Readership Mascot Contest which was finally disclosed to the public on October 18, 2004 through their website as well as through endorsements of the Philippine Information Agency.
2. The contest is one of the components of NBDB's current priority project, A Million Books for Millions of Readers by 2005, which endeavors to implement measures that will improve the accessibility of books to all Filipinos especially in the countryside. The Mascot shall serve as the official NBDB symbol for readership and for other programs, projects, and activities.
3. The contest is open to the students, out of school youths, amateurs and professional artists/designers/illustrators.
4. Enclosed are the mechanics and guidelines of the contest.
5. For more information, please contact Mr. Glenn L. Malimban or Mr. Rene S. Catangay at tel. no. 929-38-83. or thru website www.nbdb.gov.ph
6. Immediate dissemination of this Memorandum is desired.

FLORENCIO B. ABAD
Secretary

Encls.: As stated
Reference: None
Allotment: 1—(D.O. 50-97)
To be indicated in the Perpetual Index
under the following subjects:

BOOKS
CONTESTS
STUDENTS

Rhea/Sally-Mascot contest
October 26, 2004
Comp used mamim

2004 NBDB Reading Mascot Contest

Mechanics and Guidelines

1. The contest is open to the general public. All students, out of school youths, amateurs and professional artists/designers/illustrators are eligible to participate in the contest. However, employees of the National Book Development Board are not eligible to join the contest;
2. Each participant must submit only one entry;
3. The mascot must represent the significance and importance of reading and it must be symbolically Filipino;
4. The mascot may be represented by an animal or human character;
5. The mascot must not imply obscenity, violence, racism and should not be offensive nor insulting to any political groups or religious sect;
6. The design of the mascot must be certified **original** and/or officially submitted by the participant. Any complaints that may arise due to similarities, likeness or comparison of the design, the participant will be responsible to prove its authenticity. NBDB, in no circumstances, shall be held liable;
7. The design may be done by free-hand sketch or by a computer-aid design program on a 10" x 15" illustration board (1/4 size) using the white background;
8. The illustration/sketch of the mascot should include the front and back view;
9. The name of the mascot may be in Filipino or in English as long as it is symbolically Filipino;
10. The participant should indicate at the back of the illustration board the detailed specification of the design such as color, sizes, suggested materials etc., including the name of the participant, home address, contact nos., school and email address;
11. Participant must fill out an application form and shall submit one (1) recent 2"x 2" colored photo. Application form may be obtained at NBDB office or may be downloaded from NBDB website: www.nbdb.gov.ph;
12. Submission of entries (including the accomplished application form) is from October 24, 2004 to January 10, 2005 at the National Book Development Board office at A. Ma. Regidor Street, Area XI, U.P. Campus, Diliman, Quezon City; regional entries may be submitted through **courier** or in **digital form (jpg file)** via **email** including its detailed specifications and information required in the application form at projects@nbdb.gov.ph or at bigdipper202@yahoo.com;
13. The design shall be judged on the following: Originality, 40%; Significance, 30%; and Overall Impact, 30%. Decision of the judges is final;
14. Judging of the design shall take place at NBDB on January 19, 2005. Winner shall be informed through courier;

15. All designs submitted as entry for the contest shall be considered as property of NBDB;
16. NBDB has the right to use any or all of the design in exhibits/displays and for the publication of any of its information materials such as brochures, leaflets, posters, etc. The name of the participant shall be duly acknowledged; and
17. Awarding of the winning entry shall be on January 27, 2005. The winner shall receive a certificate and cash prize in the amount of Php15,000.