



JUN 27 2006

DepED MEMORANDUM
No. **248**, s. 2006

LAUNCHING THE NATIONAL READ-A-THON PROJECT

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary Schools

1. In support of the "Every Child A Reader" Program (ECARP), the DepED through the Bureau of Elementary Education (BEE) in cooperation with International Scholastic Inc. will implement the **National Read-A-Thon Project** beginning school year 2006-2007 in all public elementary schools.
2. The **Read-A-Thon Project** is designed to: (a) encourage all children in Grades I-VI to read at least three books a year through the conduct of the nationwide reading marathon; (b) generate public awareness and support to the DepED's ECARP; (c) develop love for reading among elementary pupils; and (d) foster a culture of reading in all schools and communities. The mechanics of implementation of the Read-A-Thon will be issued in a separate Memorandum.
3. **The Read-A-Thon Project will be simultaneously launched nationwide at all organizational levels of the DepED on July 14, 2006 at 2:00 p.m. The Launching Kick Off will be held at the Heroes Hall, Malacañang Palace with Ms. Luli M. Arroyo as the guest of honor for the event. The First Daughter will read a storybook to a select group of 100 Grade III pupils in a formal ceremony in Malacañang. There will be full media coverage during the launching.**
4. In connection with the launching activity, all central and field office personnel including the teachers and pupils shall set aside on **July 14, 2006, at 2:00 p.m. to drop everything and read any material for 30 minutes from 2:00 to 2:30 p.m.** The regional directors/schools superintendents are encouraged to enlist the support of their local government officials and community leaders by joining the launching activity at their levels. They may invite the said officials to read stories to schoolchildren at the designated date and time. The launching should have full media coverage and token paraphernalia such as t-shirts with "I-Am-A-Reader" slogan to add emphasis to the event.
5. In addition, each school superintendent shall select one (1) Grade III class of 50 students as "focal" class during the launching activity. A local personality of the community preferably the mayor or governor shall read a storybook to these selected pupils. International Scholastic Inc. will provide this class with one (1) storybook per pupil during the launching activity. All divisions should coordinate with the BEE regarding this matter.
6. Immediate dissemination of this Memorandum is desired.

FE A. HIDALGO
FE A. HIDALGO
Undersecretary
Officer-in-Charge

Reference:

DepEd Order: No. 45, s. 2002

Allotment: 1—(D.O. 50-97)

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

Learning Area, READING
PROGRAMS
PROJECTS
PUPILS

Sheila, MPPD-TS, DM Launching of DepED Scholastic Books
June 23, 2006