



Republic of the Philippines  
Department of Education  
NATIONAL CAPITAL REGION  
SCHOOLS DIVISION OFFICE OF MUNTINLUPA CITY

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OCT 02 2025

**Advisory No. 093, s. 2025**

October 2, 2025

In compliance with DepEd Order (DO) No. 8, s. 2013  
This advisory is issued for the information of DepEd Officials,  
Personnel/Staff, as well as the concerned public

**91<sup>st</sup> National Book Week Celebration**

Attached is Regional Advisory No. 073, s. 2025, dated September 22, 2025, on the above-captioned title, the contents of which are self-explanatory, for the information and guidance of all concerned.

Participation of public and private schools shall be voluntary and subject to the no disruption of classes policy stipulated in DepEd Order No. 9, s. 2025 titled, Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith.

GUU/ 91st National Book Week Celebration  
**093**/October 2, 2025

AD-2025-093

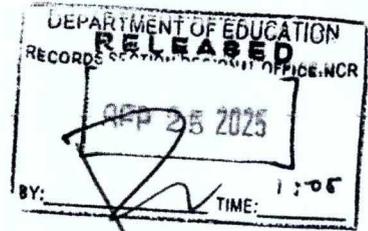
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Republic of the Philippines  
**Department of Education**  
 NATIONAL CAPITAL REGION



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**Advisory No. 073 s, 2025**  
**September 22, 2025**

In compliance with DepEd Order No. 8, s. 2013  
 This Advisory is issued not for endorsement per DO 28, s. 2001,  
 but for the information of DepEd officials,  
 personnel, as well as the concerned public.  
 (visit [www.deped.gov.ph](http://www.deped.gov.ph))

**91<sup>st</sup> National Book Week Celebration**

The Philippine Librarians Association Inc. – National Book Week (NBW) 2025 Committee, will hold the 91<sup>st</sup> National Book Week Celebration on 19-29 November 2-24 with the theme **“Tulay ang Pagbasa sa Bukas na Puno ng Pag-asa.”**

Relative to this, NBW Committee has lined up a series of activities for the duration of the celebration.

Participation of learners, teachers from public and private schools shall be purely voluntary and will not hamper instructional time in compliance with the provisions of DepEd Order no. 9, s. 2005 titled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance.

For more information, please contact:

**Ms. Kathleen Lourdes B. Obille**  
 Chair, NBW 2025  
 Email Address: [kate@slis.upd.edu.ph](mailto:kate@slis.upd.edu.ph)



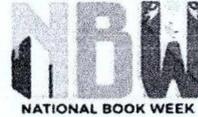
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Certificate No. PNP QMS  
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## Contests Mechanics

### Book Trailer Video Contest (submission - October 4, 2025)

Objective: To promote books by creating original video trailers showcasing the story, message, theme, and insights/lessons learned thereby encouraging others to read

Eligibility: The contest is open to grade school, junior and senior high school students

#### Mechanics:

1. Participants must select a book (fiction or non-fiction) and create a 1-minute trailer promoting it
2. The trailer should include information on the following:
  - Title and author of the book
  - Name(s) of participant(s)
  - Main theme or message
  - Creative storytelling (no full spoilers)
  - insights or lessons learned
3. Use self-filmed scenes, original visuals, and royalty-free music. If copyrighted music is used, make sure that necessary permissions are sought.
4. Videos should be saved in the participant's Google Drive and made available for viewing to "anyone with link"
5. Entries should be registered via: [https://bit.ly/NBW25\\_trailer](https://bit.ly/NBW25_trailer)
6. Only one entry per participant

#### Criteria

- Relevance to the theme – 20%
- Creativity and originality – 25%
- Technical quality (video/audio/editing) – 20%
- Storytelling and engagement – 35%

#### Prizes

- First prize – 7,000
- Second prize – 4,000
- Third prize – 3,000

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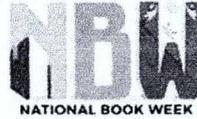
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### Local Witty Lines (October 4, 2025)

**Objective:** To create witty one-liners (hugot lines) inspired by Filipiniana books, reading experiences, or literary themes, or this year's NBW theme.

**Eligibility:** Open to all junior and senior high school students, and college students.

#### Mechanics:

1. Participants must create original witty one-liners inspired by Filipiniana books, story characters, and this year's NBW theme.
2. Entries must not exceed 200 characters or 30 words, in Filipino or any Philippine language with Filipino translation.
3. Entry should be submitted via [https://bit.ly/NBW25\\_witty](https://bit.ly/NBW25_witty)
4. Hugot line may be placed in a creative visual (optional)
5. Only one entry per participant/group

#### Criteria:

- Impact – 15%
- Humor and wit – 20%
- Creativity and originality – 35%
- Incorporation of literary elements – 30%

**Prize:** Top 3 entries are awarded 2,500 each

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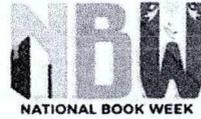
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### **Book Face (October 4, 2025)**

Objective: To promote books and reading in a visual way by merging photography and book cover art.

Eligibility: Open to junior and senior high school, and college students

#### Mechanics:

1. Choose a book cover with a face, body part, or object that can be matched visually with a real-life subject
2. Take a well-composed photo where the book blends seamlessly with the person or background.
3. The photo submission should include:
  - The book title and author
  - Short quote or reflection
  - Name of participant(s)
  - Contact details
4. Submit the entry through [https://bit.ly/NBW25\\_bookface](https://bit.ly/NBW25_bookface)

#### Criteria:

- Impact – 15%
- Creativity and Originality – 25%
- Composition and visual impact – 35%
- Message clarity and engagement – 20%

Prize: Top 3 entries are awarded 2,500 each

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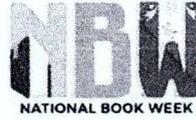
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## **“Magbasa para Magtagumpay / Read to Succeed” Advocacy Video (Submission - October 11, 2025)**

**Objective:** To advocate for the love of reading and building reading stamina, placing importance to the benefits of frequent reading toward individual and societal empowerment and success, and nation-building.

**Eligibility:** Open to junior, senior high school, and BLIS students, individual or group.

### **Mechanics:**

1. Participants must create a video that promotes books, reading, print, media, and digital literacy and how these can be tools for success and capacity-building.
2. The short-form video must be a minimum of 1 minute to a maximum of 2 minutes, using any creative format such as testimonials, animation, dramatization, etc.
3. Use self-filmed scenes, original visuals, and royalty-free music. If copyrighted music is used, make sure that necessary permissions are sought.
4. Entries should be in MP4 format, at least 1080p in portrait or landscape orientation
5. Videos should be saved in the participant’s Google Drive and made available for viewing to “anyone with link”
6. Only one entry per individual or group
7. Entries should be registered via [https://bit.ly/NBW25\\_magbasa](https://bit.ly/NBW25_magbasa)

### **Criteria:**

- Relevance to the theme – 20%
- Creativity and originality – 25%
- Technical quality – 20%
- Message clarity and engagement – 35%

### **Prizes**

First prize – 7,000  
Second prize – 4,000  
Third prize – 3,000

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**NBW**  
NATIONAL BOOK WEEK



### **Book Tok (October 11, 2025)**

Objective: To promote books through short, engaging short form videos inspired by Tiktok format. The video should promote a book, showcase a reader's journey, dramatize a scene from a book, or deliver a comedic or emotional take on reading experiences, book characters, stories, or reflection on the NBW 2025 theme etc.

Eligibility: Open to Grade School, High School, and College Students

#### Mechanics:

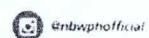
1. Video must be 30-60 secs long
2. Use self-filmed scenes, original visuals, and royalty-free music. If copyrighted music is used, necessary permissions should have been sought.
3. Post on Tik Tok or Instagram Reels using the hashtag #NBW2025 and be made available by October 11, 2025
4. Participants must submit their entries via [https://bit.ly/NBW25\\_booktok](https://bit.ly/NBW25_booktok)

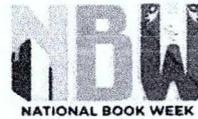
#### Criteria:

- Impact – 20%
- Creativity and originality – 25%
- Technical quality – 20%
- Message clarity and engagement – 35%

Prize: Top 3 entries are awarded 2,500 each

*Tulay Ang Pagbása Sa Búkas Na Punô Ng Pag-asa.*





## Simultaneous Activities for the whole of November

Simultaneous Activities are suggested activities for various schools. These are organized/coordinated by a facilitator who may be a teacher or librarian. The facilitators are given the flexibility to design the activities to fit the grade level(s) and match their collection. These activities are designed to bring together the students, teachers, and librarians in showing support to the National Book Week celebrations. The following activities can be conducted/implemented:

- **Book Picnic.** Let's make reading a social and outdoor activity!

The book picnic invites participants to gather in an open space with their favorite books, mats, blankets, pillows, and snacks. This activity aims to transform the stereotype of reading as boring to a joyful social experience. The challenge: To involve as many participants and design a unique and fun book picnic activity.

- **Literary Scavenger Hunt.** Let's follow the clues and journey through books!

The Literary Scavenger Hunt encourages students to explore literature and library resources in a fun way. The facilitators are tasked with organizing the event and preparing literary clues that will lead students to different books, authors, or sections within the library. Since each library has different collections and varying participants (i.e. grade levels), the facilitators are given the flexibility to customize the clues based on available resources. The challenge: To showcase books and other library materials while engaging the participants in a literary discovery.

- **Reading Challenges.** Let's open books and unlock our future!

The Reading Challenges aim to encourage participants to track their reading over a week and complete mini-reflection tasks. Facilitators are tasked with organizing reading challenges in their schools and tailoring these according to grade levels.

- **Bookworm Olympics.** Let's turn reading into a team sport!

Bookworm Olympics is a series of mini-games related to books and reading. The emphasis is on creating physical activities related to books and/or reading. This can include balancing books to build a tower, acting out scenes from a book/story, book relay, trivia, etc.

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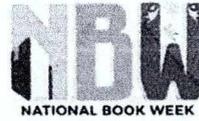
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## Best Participating Institution

### Mechanics:

1. Participating institutions must organize at least 3 events from the suggested simultaneous activities
2. Institutions must promote their activities on social media and tag NBW pages, use hashtag #NBW2025
3. Participating institutions must submit a Participation Report by November 29, 2025 via [nbwphofficial@gmail.com](mailto:nbwphofficial@gmail.com). The report must include the following:
  - Narrative/summary of activities
  - Photos and/or links to videos
  - Copies of posters, promotional materials, etc.
  - Number of participants and target groups reached

### Evaluation criteria:

- Number and diversity of activities – 30%
- Creativity and alignment with the theme – 15%
- Community participation – 35%
- Documentation and visibility – 20%

### *Best Participating Institution*

- Cash prize 15,000
- Certificate of Recognition
- Feature on NBW's Official social media

### *Finalists (2)*

- In-kind prizes amounting to 5,000
- Certificate of Recognition
- Feature on NBW's Official social media

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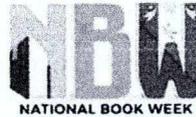
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15 September 2025

Jocelyn DR. Andaya, PhD, CESO III  
Regional Director  
DepEd NCR  
6 Misamis St., Bago Bantay, Quezon City

Dear Dr. Andaya,

Greetings!

I am Kathleen Lourdes B. Obille, Chair of the National Book Week 2025, and I would like to invite DepEd Schools to join in the various contests and activities. The National Book Week (NBW) is hosted by the Philippine Librarians Association Inc. (PLAI) in partnership with the National Library of the Philippines (NLP) in their Library and Information Services Month (LISM) event, and will be held on November 23-26, 2025, with the theme:

*Tulay ang pagbása sa búkas na punô ng pag-asa.*  
(Reading is the bridge to a future full of hope)

This theme reinforces our shared advocacy of using reading, libraries, and literacy as instruments of unity, empowerment, and transformation. This year's theme reminds us that each book we read is a gateway toward a brighter future. It also reflects a hopeful stance toward what can be achieved by reading—a bridge that builds connections between cultures, generations, and eras, allowing us to cross boundaries and achieve our aspirations.

The National Book Week is a long-standing initiative for over nine decades promoting literacy, cultural identity, and love for reading. Now on its 91<sup>st</sup> year, NBW continues to provide platforms for literary exploration, critical thinking, and community dialogue.

The overall objectives for the National Book week are as follows:

- To promote reading as a tool for personal growth, empathy, and civic engagement
- To provide platforms for creative and reflective literary expression
- To encourage youth participation in building a hopeful, knowledge-based future
- To build awareness of the role of reading in national healing and unity
- To strengthen partnerships between schools, libraries, and communities in promoting literacy

To achieve the set objectives, the NBW organized several events such as contests, learning sessions, outreach program, and simultaneous activities. We are inviting students from various schools to participate in the contests running from September 1 to October 4 and October 11, and participate in the simultaneous activities for the whole month of November.

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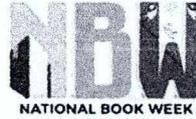
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The contests leading to the event are as follows:

- Book Trailer Video Contest – due on October 4
- Local Witty Lines – due on October 4
- Book Face – due on October 4
- Book Tok – due on October 11
- *Magbasa para Magtagumpay* Advocacy Video – due on October 11

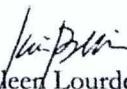
Prizes are in store for the national level winners for the individual contests. To encourage participation in the NBW Simultaneous Activities from institutions across the country and recognize schools, libraries, and institutions that demonstrate outstanding engagement, creativity, and support for the celebration of National Book Week 2025, a cash prize and citation award will be given to the Best Participating Institution. The prize money is intended to support the development of the institution's library or reading space.

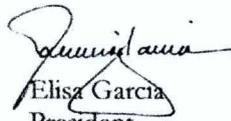
The contest guidelines are attached. Alternatively, you can follow our official [National Book Week Facebook page](https://www.facebook.com/nationalbookweek) (<https://www.facebook.com/nationalbookweek>) for more information. You can also visit [https://bit.ly/NBW25\\_BrandingAssets](https://bit.ly/NBW25_BrandingAssets) for printables.

Should you have any questions, you may contact me via my email [kate@slis.upd.edu.ph](mailto:kate@slis.upd.edu.ph) or [nbwphofficial@gmail.com](mailto:nbwphofficial@gmail.com)

Thank you for your support and for being a partner in making the Philippines a reading nation.

Sincerely,

  
Kathleen Lourdes B. Obille  
Chair, National Book Week 2025

  
Elisa Garcia  
President  
Philippine Librarians Association Inc.

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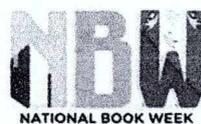
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## National Book Week 2025 Program

Date	Activity
August 1, 2025	Call for entries for poster making; promo materials released
August 15, 2025	Submission of Posters
September 2025	Launching with LIS Month Committee and Announcement of NBW Contests
October 4	Deadline of Submission to the following contests: <ul style="list-style-type: none"><li>• Book Trailer Video Contest – due on October 4</li><li>• Local Witty Lines – due on October 4</li><li>• Book Face – due on October 4</li></ul>
October 11	Deadline of Submission to the following contests: <ul style="list-style-type: none"><li>• Book Tok – due on October 11</li><li>• <i>Magbasa para Magtagumpay</i> Advocacy Video – due on October 11</li></ul>
Nov 23, 2025	Joint Opening Ceremony with PLAI Announcement of winners for the NBW Contests (except for Best Participating Institution)
Nov 23-26, 2025	PLAI National Congress
Nov 25, 2025	Learning Sessions 1 (target audience: teachers) Learning Session 2 (target audience: junior and senior high students)
Nov 26, 2025	Outreach Program
Nov 28, 2025	Submission of Entries for the Best Participating Institution
Dec 1, 2025	Announcement of Winners for Best Participating Institution

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