

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2024/25” – SOW Readathon

Aims / Objectives

The SOW Readathon aims to promote reading habits and encourage sharing of good reads by engaging students in immersive school-based reading activities centring around the overarching theme “**SOW the Reading Seed - Inspire and Be Inspired**”. Schools are encouraged to provide students with holistic learning experiences under the four sub-themes “**Resilience**”, “**Empowerment**”, “**Appreciation**” and “**Delight**” (R.E.A.D.) through cross-curricular collaboration to enhance their literacy skills, broaden their imaginations, and cultivate a lifelong passion for reading.

Details

2. The SOW Readathon is open to **all primary and secondary schools** in Hong Kong and will be held within the period of **January – June 2025**. Schools are invited to register and recruit students as **SOW Reading Ambassadors**. Registered schools will organise an array of learning activities within and beyond the classroom, based on students’ needs and interests, to promote reading, appreciation of SOW as well as proper values and attitudes, and actively engage students in performing their roles as SOW Reading Ambassadors. Interested schools should complete the Registration Form ([Appendix 2b](#)) in fillable PDF format and return it by email to ele@edb.gov.hk **by 6:00 p.m. on 20 December 2024 (Friday)**. For more details, please refer to [Appendix 2a](#). (Updated)

Support measures

3. To support the organisation of the SOW Readathon at schools, each registered school will receive:

- i) copies of the Reading Challenge Booklet that suggests a variety of challenges to support their organisation of student activities;
- ii) SOW Reading Ambassador Badges for outstanding students as awards upon completion of the challenges; and
- iii) copies of do-it-yourself (DIY) corner bookmark templates for students to add spice to reading.

4. The **Reading Challenge Booklet** contains a number of “Reading Challenges”. These SOW and reading-related challenges vary in levels of difficulty and nature, such as participating in a SOW activity, reading a story of resilience and buddy reading. SOW Reading Ambassadors, upon completing **three or more** challenges with teachers’ validation, will be awarded a **certificate**. Schools can further select outstanding SOW Reading Ambassadors to receive the **SOW Reading Ambassador Badges** based on their participation and performance in the activities.

5. Other resource materials in support of the implementation of the SOW Readathon and promotion of reading, including the e-version of corner bookmarks and e-books, will be provided. Details will be disseminated in due course.

Sharing of good practices

6. Upon completion of the SOW Readathon, registered schools are encouraged to submit a school-based record of their unique strategies and activities for fostering positive values and attitudes through organising reading and SOW-related activities in the school English Language curriculum with Appendix 2c. Schools demonstrating commendable performance will receive an award in recognition of their efforts and achievements.

7. Registered schools are also invited to nominate outstanding SOW Reading Ambassadors upon completion of the SOW Readathon. Shortlisted ambassadors will be invited to feature in promotional videos to showcase their achievements and share what they have learnt and gained from the SOW Readathon.

Contact Persons

8. For enquiries, please contact the following officers of the English Language Education Section:

Primary Level	Ms Kimmy YIP	2892 6570
Secondary Level	Ms Kate WONG	2892 6481

Planning and Implementation of the SOW Readathon

Registration (4 November 2024 – 20 December 2024) (Updated)

Please complete fillable PDF form downloadable via the QR Code or <https://www.edb.gov.hk/Readathon-form>, and send it by email to ele@edb.gov.hk with the subject indicated as “Readathon_School Name” (e.g. *Readathon_ABC Primary School*) **by 6:00 p.m., 20 December 2024 (Friday)**. (Updated)



Implementation

Period

(Updated)

- Schools can freely choose the dates (any time between January and June 2025) and the number of days for conducting the reading activities.

Activities

• *School-based Learning Activities*

- Schools can organise a variety of school-based activities for their students within and beyond the classroom, including classroom learning activities for appreciation of SOW through reading, Reading across the Curriculum (RaC) activities and interactive reading workshops in collaboration with other Key Learning Areas/the school library. Schools can also tap into various community resources (e.g. public libraries) and organise book fairs, reading clubs, and author visits to inspire students. Additionally, students are encouraged to participate in SOW-related competitions organised by the EDB to foster a dynamic reading culture.
- Schools can refer to the resource materials for organising the school-based activities.

• *SOW Reading Ambassadors Scheme*

- Schools recruit SOW Reading Ambassadors to promote a reading culture and encourage their peers to engage in reading through various initiatives and activities.
- **Reading Challenge Booklets and DIY corner bookmark templates** will be provided for registered schools.
- A **certificate** of recognition will be awarded to SOW Reading Ambassadors upon completion of three or more Reading Challenges in the SOW Readathon.
- Outstanding SOW Reading Ambassadors selected by the school will receive a **SOW Reading Ambassador Badge**.
- Outstanding SOW Reading Ambassadors, nominated by schools and further shortlisted, will be invited to feature in a **promotional video** by the end of the school year.



Sharing of Good Practices

School-based Record

- Schools are encouraged to submit a school-based record capturing highlights of the activities to showcase the effective strategies for promoting reading as well as proper values and attitudes in the school English Language curriculum. Good practices will be collected and disseminated on the SOW web page and in EDB publications.

Format

- A reflection/photo collage/short video clip/excerpts of students' works with a simple description (File types: docx, pdf, pptx, jpg/png, mp4)

Submission Period

- Please upload the school-based record to a shared drive and send the link to it via email to ele@edb.gov.hk **by 6:00 p.m., 30 June 2025 (Monday)**.

Download the Registration Form from:



- Complete the form and save it in **fillable PDF format**.
- File name:
e.g. Readathon_School Name.PDF



- Email the form to ele@edb.gov.hk by **6:00 p.m., 20 December 2024 (Friday)**.
- Email subject: **(Updated)**
e.g. Readathon_School Name

<https://www.edb.gov.hk/Readathon-form>

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2024/25” – SOW Readathon (Registration Form)	
I) School Information	
School Level:	* <input type="checkbox"/> Primary <input type="checkbox"/> Secondary
School Name:	
School Address:	
Name of School Head:	* <input type="checkbox"/> Dr <input type="checkbox"/> Mr <input type="checkbox"/> Ms <input type="checkbox"/> Mrs <input type="checkbox"/> Other: _____ (Please specify.) Surname: _____ Given Name: _____
Contact Person:	* <input type="checkbox"/> Dr <input type="checkbox"/> Mr <input type="checkbox"/> Ms <input type="checkbox"/> Mrs <input type="checkbox"/> Other: _____ (Please specify.) Surname: _____ Given Name: _____
	Post Title: _____
	Telephone No.: _____
	Email: _____
II) Initial Plan	
Target Level(s) of Students: [You may tick more than one box.]	* <input type="checkbox"/> P1 <input type="checkbox"/> P2 <input type="checkbox"/> P3 <input type="checkbox"/> P4 <input type="checkbox"/> P5 <input type="checkbox"/> P6 <input type="checkbox"/> S1 <input type="checkbox"/> S2 <input type="checkbox"/> S3 <input type="checkbox"/> S4 <input type="checkbox"/> S5 <input type="checkbox"/> S6
Expected Total Number of Participants: [An estimate will suffice.]	
Activities to be Held: [You may tick more than one box.]	* <input type="checkbox"/> Reading challenges <input type="checkbox"/> Game booths <input type="checkbox"/> Book fairs <input type="checkbox"/> Thematic talks <input type="checkbox"/> Reading Day(s)/Week(s)/Festival <input type="checkbox"/> Book clubs <input type="checkbox"/> Competitions <input type="checkbox"/> Meet-the-author talks/activities <input type="checkbox"/> SOW-related competitions organised by the EDB <input type="checkbox"/> Other: _____ (Please specify.)

* Please tick the appropriate box.

SAMPLE
Please use the electronic form.

Collaborative Partners: <i>[You may tick more than one box.]</i>	* <input type="checkbox"/> English Language Education KLA <input type="checkbox"/> Chinese Language Education KLA <input type="checkbox"/> Mathematics Education KLA <input type="checkbox"/> Science Education KLA <input type="checkbox"/> Technology Education KLA <input type="checkbox"/> Personal, Social & Humanities Education KLA <input type="checkbox"/> Arts Education KLA <input type="checkbox"/> Physical Education KLA <input type="checkbox"/> Teacher-librarian <input type="checkbox"/> Hong Kong Public Libraries <input type="checkbox"/> Parents <input type="checkbox"/> Alumni <input type="checkbox"/> Service Providers <input type="checkbox"/> Other: _____ (Please specify.)
---	--

** Please tick the appropriate box.*



Download the School-based Record Form from:



- Complete the form and save it in [fillable PDF format](#).
- File name:
e.g. ReadathonRecord_School
Name.PDF



- Email the form to ele@edb.gov.hk by **6:00 p.m., 30 June 2025 (Monday)**.
- Email subject:
e.g. ReadathonRecord_School Name

<https://www.edb.gov.hk/Readathon-record>

**Campaign on “Promoting Positive Values and Attitudes through
English Sayings of Wisdom 2024/25” –
SOW Readathon (School-based Record Form)**

I) School Information

School Level:	* <input type="checkbox"/> Primary <input type="checkbox"/> Secondary
School Name:	
School Address:	_____ _____ _____
	* <input type="checkbox"/> Kowloon <input type="checkbox"/> New Territories <input type="checkbox"/> Hong Kong Island
Name of School Head:	* <input type="checkbox"/> Dr <input type="checkbox"/> Mr <input type="checkbox"/> Ms <input type="checkbox"/> Mrs <input type="checkbox"/> Other: _____ (Please specify.) Surname: _____ Given Name: _____
Contact Person:	* <input type="checkbox"/> Dr <input type="checkbox"/> Mr <input type="checkbox"/> Ms <input type="checkbox"/> Mrs <input type="checkbox"/> Other: _____ (Please specify.) Surname: _____ Given Name: _____
	Post Title: _____
	Telephone No.: _____
	Email: _____

II) School-based Record

Level(s) of Participating Students: [You may tick more than one box.]	* <input type="checkbox"/> P1 <input type="checkbox"/> P2 <input type="checkbox"/> P3 <input type="checkbox"/> P4 <input type="checkbox"/> P5 <input type="checkbox"/> P6 <input type="checkbox"/> S1 <input type="checkbox"/> S2 <input type="checkbox"/> S3 <input type="checkbox"/> S4 <input type="checkbox"/> S5 <input type="checkbox"/> S6
Total Number of students participating in the SOW Reading Ambassadors Scheme: [An estimate will suffice.]	

III) SOW Reading Ambassadors Scheme

In recognition of students' performance in the SOW Reading Ambassadors Scheme, a certificate of appreciation will be awarded to the ambassadors completing **three or more** Reading Challenges. Please complete the ambassadors list available at:

<https://www.edb.gov.hk/Reading-ambassadors>
[Please rename the file using the school name
(e.g. SOW_Abdr_SchoolName.xlsx)].



and email it to ele@edb.gov.hk together with this school-based record form. Please ensure the information is accurate for the issue of certificates.

* Please tick the appropriate box.

IV) Sharing of Good Practices

Please include a short description below capturing the highlights of the SOW Readathon in no more than 100 words.

Please upload the school-based record (Format types: docx, pdf, pptx,jpg/png, mp4) to a shared drive (e.g. Google Drive/Microsoft OneDrive) and provide the link for downloading the record in the space below. Access rights of the uploaded files should be granted to “Anyone with the link” or “ele@edb.gov.hk”.

Declarations

Schools should note the following terms and conditions:

- (a) The content of the school-based records submitted does not infringe any copyright and publication right. The Education Bureau takes no liability whatsoever for infringement. Please visit the following website for details related to intellectual property:
<https://www.ipd.gov.hk/en/home/index.html>
- (b) Prior consent for the use of the content of the school-based records has been obtained from the individuals appearing in the school-based records (e.g. parents, teachers, students).
- (c) The Education Bureau retains the right to edit, modify, publish and use in full or part of the content of the school-based records submitted (including student works/images/videos) in any form for display and educational purposes without getting further permission from the school or individuals appearing in the school-based records (e.g. parents, teachers, students); and without offering any further compensation in any form.

* Agree Disagree

* Please tick the appropriate box.

SAMPLE
Please use the electronic form.