

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom” 2026/27 – SOW Readathon 2026/27

Aims / Objectives

Building on the successes of the past two years, the SOW Readathon is organised once again with an aim to further promote students’ reading interests and habits as well as nurture a reading culture in schools through immersive school-based reading activities. The SOW Readathon this year centres around the overarching theme “**SOW the Reading Seed – The Spark Within, The Words Beyond**” and the four sub-themes “**Mindful Messages: The Power of Self-care**”, “**Echoes of Empathy: From Pages to Presence**”, “**Community Chronicles: Exploring Our City, Sharing Our Story**” and “**Heritage and Harmony: Wisdom across Cultures**”. Schools are encouraged to provide students with holistic learning experiences through cross-curricular collaboration to enhance their language skills and multimodal literacy, broaden their imagination, and cultivate a lifelong passion for reading.

Details

2. The SOW Readathon 2026/27 is open to **all primary and secondary schools** in Hong Kong and will be held within the period **from November 2026 to June 2027**. Schools are invited to register and recruit students as **SOW Reading Rangers**. 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 Rangers. For more details, please refer to Appendix 2a. 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 4 November 2026 (Wednesday)**.

Support measures

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

- i) copies of the **SOW Reading Challenge Booklet 3** (Appendix 2c) that suggests a variety of challenges to support their organisation of student activities. The booklet contains a number of “Reading Challenges”, which vary in levels of difficulty and nature, such as reading to discover ways of practising self-care, stories from Hong Kong’s local community, as well as wisdom in proverbs from different cultures and around the world. Participating students of registered schools, who are the SOW Reading Rangers, will be awarded **an electronic certificate** issued by the EDB upon completion of **three or more** challenges with teachers’ validation;
- ii) a copy of the “**Worlds of Wonder**” **Display Poster** [2 m (W) x 1.5 m (H)] and

Cutouts ([Appendix 2c](#)) to support schools in organising school-based reading-related activities. Participating schools are encouraged to display the poster on campus and invite students, school staff and parents to write messages, reflections or encouraging words on the cutouts, inspired by the overarching theme and the four sub-themes of the SOW Campaign 2026/27. The cutouts may then be affixed to the poster to help spread positive vibes across the school community; and

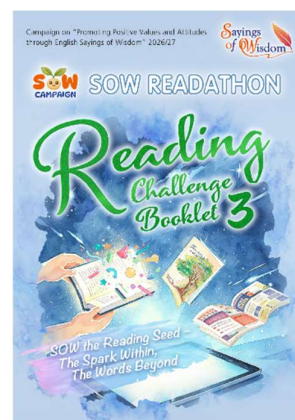
- iii) **SOW Reading Ranger Badges and Sowy Bag Charms** ([Appendix 2c](#)) as awards for students who demonstrate active participation and remarkable achievement in the Reading Challenges. Schools may select outstanding SOW Reading Rangers to receive the awards based on their participation and performance in the activities. Details of the suggested award criteria are set out in the SOW Reading Challenge Booklet 3.
- iv) **Sowly Mascot Visit Service** ([Appendix 2c](#)) is available upon request on a first-come, first-served basis to support school-based reading-related activities from **November 2026 to July 2027** (weekdays excluding Hong Kong public holidays). Each visit will last for up to **one hour**. As a non-verbal character, Sowly may participate in interactive sessions facilitated by teachers or school staff, such as reading promotion activities, simple language games, classroom or campus pop-in visits, photo-taking sessions, and prize-giving ceremonies or sharing sessions, with a view to enhancing students' interest in reading and fostering a joyful reading culture on campus. Schools may indicate in the Registration Form ([Appendix 2b](#)) whether they wish to request the service. A confirmation email will be sent to the school if Sowly's visit is confirmed.

(Note: The Sowly mascot visit service will be available until 16 July 2027 to provide schools with greater flexibility in engaging students in reading activities with Sowly.)

4. The print version of the SOW Reading Challenge Booklet 3, the “Worlds of Wonder” Display Poster and Cutouts, the SOW Reading Ranger Badges, as well as the Sowly Bag Charms will be sent to registered schools in November 2026. The SOW Reading Challenge Booklet 3 is also available in electronic version, which is accessible via the following webpage:



www.edb.gov.hk/Readathon



Sharing of Good Practices

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

6. Registered schools are also invited to nominate outstanding SOW Reading Rangers upon completion of the SOW Readathon. Shortlisted SOW Reading Rangers will be invited to engage in activities organised by the EDB to showcase their achievements and share what they have learnt and gained from the SOW Readathon.

Contact Persons

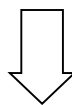
7. For enquiries, please contact the following officers of the English Language Education Section:

Primary Level	Ms Kimmy YIP	2892 5888
Secondary Level	Ms Kate WONG	2892 6481

Planning and Implementation of the SOW Readathon

Registration (14 October 2026 – 4 November 2026)

Please complete the fillable PDF form ([Appendix 2b](#)) downloadable via the QR Code or <https://www.edb.gov.hk/Readathon-form>, and return it by email to ele@edb.gov.hk with the subject line “Readathon_School Name” (e.g. *Readathon_ABC Primary School*) **by 6:00 p.m., 4 November 2026 (Wednesday)**.



Implementation

Period

- * Schools can freely choose the dates (any time between November 2026 and June 2027) and the number of days for conducting the reading activities.

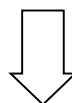
Activities

* ***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 ([Appendix 2c](#)) for organising the school-based activities, including the SOW Reading Challenge Booklet 3, “Worlds of Wonder” Display Poster and Cutouts, SOW Reading Ranger Badges and Sowmy Bag Charms, which will be provided for registered schools. Teachers are encouraged to make effective use of these resources to develop students’ proper values and attitudes, nurture their interest in reading and create a positive reading atmosphere in school.
- Schools may also request the Sowmy mascot visit service to enhance students’ interest in reading and foster a joyful reading culture on campus. Sowmy may participate in interactive sessions facilitated by teachers or school staff. Activity suggestions are listed in Appendix 2b.

* ***SOW Reading Rangers Scheme***

- Schools recruit SOW Reading Rangers to promote a reading culture and encourage their peers to engage in reading through various initiatives and activities.
- An electronic **certificate** of recognition will be awarded to all SOW Reading Rangers upon completion of **three or more** Reading Challenges in the SOW Readathon.
- Schools can select SOW Reading Rangers, based on their participation and performance in the activities, to receive (an) additional SOW Reading Ranger Badge(s) or Sowmy Bag Charm(s).
- These outstanding Reading Rangers, nominated by schools and further shortlisted, will be invited to engage in activities organised by the EDB to showcase their achievements and share what they have learnt and gained from the SOW Readathon.



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 webpage 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, complete the School-based Record Form in fillable PDF format (Appendix 2d) and send it via email to ele@edb.gov.hk **by 6:00 p.m., 30 June 2027 (Wednesday)**.

Records for Sowmy Mascot Visit Service

- * To provide schools with greater flexibility in engaging students in reading activities with Sowmy, the Sowmy mascot visit service will be available until 16 July 2027. Schools receiving the service are required to submit **at least 10 photos** of the mascot activities separately from the school-based record. Schools should ensure that the necessary parental / guardian consent has been obtained for students appearing in the photos for the EDB's use of such photos for promotional and educational purposes.

Format

- * At least 10 photos; a short video clip may also be included (File types: jpg/png, pdf, mp4)

Submission Period

- * **Within two weeks after the visit.** Please upload the photos to a shared drive and email the link to ele@edb.gov.hk with the subject line "SowmyVisit_School Name". Access rights should be granted to "Anyone with the link".

Download the Registration Form from:


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


- 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., 4 November 2026 (Wed)**.
- Email subject:
e.g. Readathon_School Name

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom” 2026/27 – SOW Readathon (Registration Form)	
I) School Information	
School Level:	* ☐ Primary ☐ Secondary
School Name:	
School Address:	
	* ☐ Kowloon ☐ New Territories ☐ Hong Kong Island
Name of School Head:	* ☐ Dr ☐ Mr ☐ Ms ☐ Mrs ☐ Other: _____ (Please specify.) Surname: _____ Given Name: _____
Contact Person:	* ☐ Dr ☐ Mr ☐ Ms ☐ Mrs ☐ Other: _____ (Please specify.) Surname: _____ Given Name: _____
	Post Title: _____
	Telephone No.: _____
	Email: _____
II) Initial Plan	
Planned implementation period:	* 2026: ☐ Nov ☐ Dec 2027: ☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun
Target Level(s) of Students: [You may tick more than one box.]	* ☐ P1 ☐ P2 ☐ P3 ☐ P4 ☐ P5 ☐ P6 ☐ S1 ☐ S2 ☐ S3 ☐ S4 ☐ S5 ☐ S6
Expected Total Number of Participants: [An estimate will suffice.]	
Activities to be Held: [You may tick more than one box.]	* ☐ Reading challenges ☐ Game booths ☐ Book fairs ☐ Thematic talks ☐ Reading Day(s)/Week(s)/Festival ☐ Book clubs ☐ Competitions ☐ Meet-the-author talks/activities ☐ SOW-related competitions organised by the EDB ☐ Other: _____ (Please specify.)

* Please tick the appropriate box(es).

SAMPLE
Please use the electronic form.

Collaborative Partners: <i>[You may tick more than one box.]</i>	* ☐ English Language Education KLA ☐ Chinese Language Education KLA ☐ Mathematics Education KLA ☐ Science Education KLA ☐ Technology Education KLA ☐ Personal, Social & Humanities Education KLA ☐ Arts Education KLA ☐ Physical Education KLA ☐ Teacher-librarian ☐ Hong Kong Public Libraries ☐ Parents ☐ Alumni ☐ Service Providers ☐ Other: _____ (Please specify.)
III) Sowy Mascot Visit Service#	
Request for Sowy Mascot Visit Service If yes: Proposed month of visit: <i>[You may tick more than one box.]</i> Proposed activity / occasion: <i>[You may tick more than one box.]</i> Consent to filming for video production ^	* ☐ Yes ☐ No 2026: ☐ Nov ☐ Dec 2027: ☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul Preferred date of visit (if applicable): _____ Preferred timeslot (if applicable): * ☐ AM ☐ PM ☐ Reading promotion activity ☐ Prize-giving ceremony ☐ Sharing session ☐ Classroom pop-in visit ☐ Photo-taking session ☐ Simple interactive game(s) facilitated by teachers ☐ Other: _____ * ☐ Yes ☐ No
# Schools receiving the Sowy mascot visit service are required to submit at least 10 photos of the mascot activities within two weeks after Sowy's visit and to ensure that the necessary parental / guardian consent for students appearing in the photos has been obtained for the EDB's use of such photos for promotional and educational purposes. ^ A crew will be sent by the EDB to shoot footage of the Sowy mascot visit for video production. The videos will be disseminated on the EDB website, SOW webpage and/or other platforms for promotional and educational purposes. The school should obtain parental / guardian consent.	

* Please tick the appropriate box(es).

PLEASE USE THE ELECTRONIC FORM.

Resource materials developed in support of the SOW Readathon

SOW Reading Challenge Booklet 3	Electronic version is also available at the following webpage: www.edb.gov.hk/Readathon
“Worlds of Wonder” Display Poster and Cutouts	
SOW Reading Ranger Badges	
Sowy Bag Charm	
Sowy Mascot	Dimensions: Height: about 220 cm Body width: 172 cm (including arm span)

Download the School-based Record Form from:



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



- 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 2027 (Wednesday)**.
- Email subject:
e.g. ReadathonRecord_School Name

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom” 2026/27 – SOW Readathon (School-based Record Form)	
I) School Information	
School Level:	* ☐ Primary ☐ Secondary
School Name:	
School Address:	
	* ☐ Kowloon ☐ New Territories ☐ Hong Kong Island
Name of School Head:	* ☐ Dr ☐ Mr ☐ Ms ☐ Mrs ☐ Other: _____ (Please specify.) Surname: _____ Given Name: _____
Contact Person:	* ☐ Dr ☐ Mr ☐ Ms ☐ Mrs ☐ 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.]	* ☐ P1 ☐ P2 ☐ P3 ☐ P4 ☐ P5 ☐ P6 ☐ S1 ☐ S2 ☐ S3 ☐ S4 ☐ S5 ☐ S6
Total Number of Students Participating in the SOW Reading Rangers Scheme: [An estimate will suffice.]	
III) SOW Reading Rangers Scheme	
Please fill out the <u>Rangers list</u> available at: https://www.edb.gov.hk/Reading-rangers Kindly rename the file using the school name (e.g. SOW_Rangers_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. Schools are also encouraged to submit highlights of the Reading Rangers' work on the Reading Challenges (e.g. excerpts of students' works, photos of the activities) together with the school-based record.	

* Please tick the appropriate box(es).

SAMPLE
Please use the electronic form.

In recognition of students' performance in the SOW Reading Rangers Scheme, awards are suggested as follows:

	Reading Rangers	All-round Readers (Tick the "All-round Reader" box for these students in the Rangers list.)	Outstanding Reading Rangers (Tick the "Outstanding Reading Ranger" box for these students in the Rangers list.)
Award	Electronic Certificate of Appreciation	Electronic Certificate of Appreciation and SOW Reading Ranger Badges	Electronic Certificate of Appreciation and Soway Bag Charms
Criteria	Students completing any three Reading Challenges	Students completing at least one Reading Challenge under each sub-theme	Students completing all three Reading Challenges under "Community Chronicles: <i>Exploring Our City, Sharing Our Story</i> "

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".

V) Declarations

Schools should note the following terms and conditions:

- 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://ipd.gov.hk/en/ip-overview>
- 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).
- 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(es).