

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2025/26” – SOW Readathon 2025/26

Aims / Objectives

Building on the successes of last year, the SOW Readathon is organised once again with an aim to further promote students’ reading interests and habits as well as nurture a culture of reading at schools by engaging students in immersive school-based reading activities. The SOW Readathon this year centres around the overarching theme “**SOW the Reading Seed – Discover as You Read**” and the two sub-themes “**Dream Big, Read Bigger**” and “**Wisdom Unites, Stories Connect**”. Schools are encouraged to provide students with holistic learning experiences 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 **November 2025 – June 2026**. 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 31 October 2025 (Friday)**.

28 November 2025

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** ([Appendix 2c](#)) that suggests a variety of challenges to support their organisation of student activities. The booklet contains a number of “Reading Challenges”. These SOW and reading-related challenges vary in levels of difficulty and nature, such as reading to explore an invention, fantastic people of our country and the 17 Sustainable Development Goals. Participating students of registered schools, who are the SOW Reading Rangers, will be awarded **a certificate** issued by the EDB upon completion of **three or more** challenges with teachers’ validation;
 - ii) copies of do-it-yourself (DIY) **SOW Corner Bookmarks** ([Appendix 2c](#)) templates for students to add spice to reading. The corner bookmarks are available in two designs, echoing the two sub-themes of the SOW Campaign 2025/26; and

iii) **SOW Reading Ranger Badges** (Appendix 2c) for outstanding students as awards upon completion of the challenges. Schools can select outstanding SOW Reading Rangers to receive the SOW Reading Ranger Badge(s) based on their participation and performance in the activities.

4. The print version of the SOW Reading Challenge Booklet and the SOW Corner Bookmarks, as well as the SOW Reading Ranger Badges will be sent to registered schools in November 2025. The SOW Reading Challenge Booklet and the SOW Corner Bookmarks are 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	Mr Tommy KWAN	2892 6471

Planning and Implementation of the SOW Readathon

28 November 2025

Registration (8 October 2025 – 31 October 2025)

Please complete fillable PDF form ([Appendix 2b](#)) 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., 31 October 2025 (Friday)**.



28 November 2025

Implementation

Period

- Schools can freely choose the dates (any time between November 2025 and June 2026) 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 Booklets, SOW Corner Bookmarks and SOW Reading Ranger Badges, 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.

• *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.
- A **certificate** of recognition will be awarded to SOW Reading Rangers upon completion of **three or more** Reading Challenges in the SOW Readathon.
- Schools can select outstanding SOW Reading Rangers to receive the SOW Reading Ranger Badge(s) based on their participation and performance in the activities.
- Outstanding SOW 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 2026 (Tuesday)**.

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., 31 October 2025 (Friday)**.
- Email subject: **28 November 2025**
e.g. Readathon_School Name

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

**Campaign on “Promoting Positive Values and Attitudes through
English Sayings of Wisdom 2025/26” –
SOW Readathon (Registration Form)**

I) School Information

School Level:	* <input type="checkbox"/> Primary <input type="checkbox"/> Secondary	
School Name:		
School Address:	<hr/> <hr/> <hr/>	
	* <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) Initial Plan

Planned implementation period:	* 2025: <input type="checkbox"/> Nov <input type="checkbox"/> Dec 2026: <input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun	
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)	

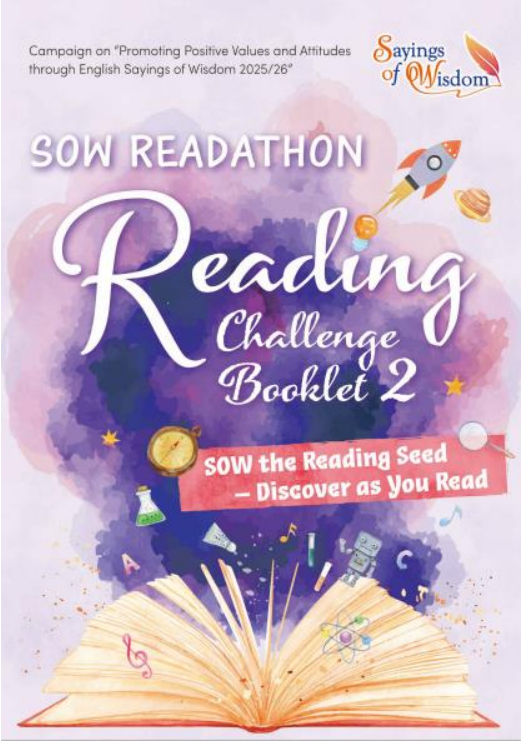
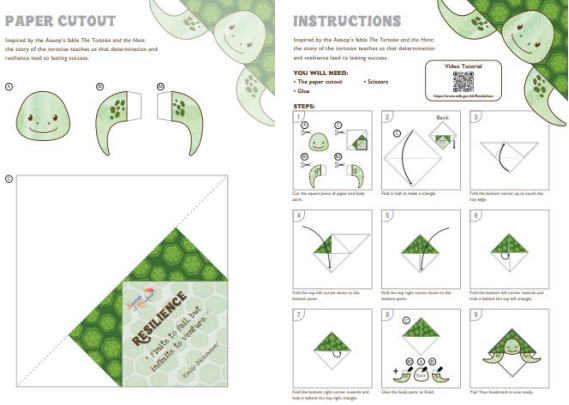

* Please tick the appropriate box(es).

SAMPLE
Please use the electronic form.

<p>Collaborative Partners: <i>[You may tick more than one box.]</i></p>	<p>* <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.)</p>
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** Please tick the appropriate box(es).*

Resource materials developed in support of the SOW Readathon

<p>SOW Reading Challenge Booklet</p>	
<p>SOW Corner Bookmarks</p>	
<p>SOW Reading Ranger Badges</p>	

The SOW Reading Challenge Booklet and the SOW Corner Bookmarks are also available in electronic version, which is accessible via the following webpage:



www.edb.gov.hk/Readathon

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 2026 (Tuesday)**.
- 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 2025/26” –
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 Rangers Scheme: [An estimate will suffice.]		

III) SOW Reading Rangers Scheme

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

<https://www.edb.gov.hk/Reading-rangers>

[Please 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.

* Please tick the appropriate box(es).

SAMPLE
Please use the electronic form.

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”.

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(es).

SAMPLE
Please use the electronic form.