



Republic of the Philippines
Department of Education

JOINT MEMORANDUM

TO : **REGIONAL DIRECTORS
MINISTER OF THE BARMM MINISTRY OF BASIC,
HIGHER, AND TECHNICAL EDUCATION
ALL OTHERS CONCERNED**

FROM : **ATTY. FATIMA LIPP D. PANONTONGAN**
Chief of Staff and Undersecretary

GINA O. GONONG, JR.
Undersecretary for Curriculum and Teaching

MALCOLM S. GARMA
Assistant Secretary
Officer-in-Charge
Office of the Undersecretary for Operations

SUBJECT : **INVITATION TO ATTEND AND PARTICIPATE IN THE
PHILIPPINE BOOK FESTIVAL 2025**

DATE : **February 17, 2025**

The National Book Development Board (NBDB), an attached agency of the Department of Education (DepEd), will hold the **3rd Philippine Book Festival**, the largest marketplace for Filipino books and a prime venue for learning and educational entertainment, from **March 13 to 16, 2025**, at the **Megatrade Halls, SM Megamall, Ortigas Center, Mandaluyong City**.

Celebrating literature, culture, and creativity, this year's PBF will follow a Filipino festival theme where books become bridges to culture and the beauty of Philippine traditions and heritage are celebrated through stories and art.

The 4-day **FREE** event will feature the following four realms offering a variety of quality books for attendees to relish and benefit from:

1. **Aral Aklat** – dedicated to academic books;
2. **Booktopia** – showcasing fiction and nonfiction trade books;

1/F Bonifacio Building, DepEd Complex, Meralco Avenue, Pasig City
Direct Line: (632) 8633-7202/8687-4146 E-mail: ouct@deped.gov.ph



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@depedphilippines



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3. **Kidlit** – focused on children’s books; and
4. **Comics** – highlighting comics and graphic novels.

WHAT TO EXPECT?

Participants shall be immersed in a meaningful literary fiesta experience through the following:

- **Meet and Greet with Authors, Creators, and Celebrities** – Connect with your favorite Filipino authors and creators and get to know them more while having your books signed
- **Workshops and Storytelling Sessions** – Take pleasure in modern and traditional storytelling, poetry readings, and other performances to be displayed
- **Fun and Exciting Competitions** – Showcase your talents and creativity in the thrilling contests offered
- **Exhibits** – Attendees can look forward to the following exhibits:
 - National Library of the Philippines’ Rare Book Exhibit
 - National Commission for Culture and the Arts’ Memories of the World Exhibit
 - Mural featuring live paintings
- **Food and Festivities** – Take a feast and indulge in Filipino classics and other delicacies in the food zone

These programs and activities shall take place in the main stage, cinema, creators stage, Pakyawan area, and all the booths. To learn more about the complete list of programs and other details of the PBF, you may access this link: bit.ly/PBF2025Bible. Likewise, you may visit the following official social media platforms of the NBDB and PBF:

- www.philippinebookfest.com and www.books.gov.ph
- Facebook: @NBDBPhilippines | @bookfestph
- Instagram: @NBDBPhilippines | @bookfestph
- X (formerly Twitter): @NBDBPhilippines
- Tiktok: @NBDBPhilippines

In view of the above, the Department hereby invites teachers, non-teaching personnel, learners, parents, and other stakeholders to attend and participate in the said event.

The Regions and Schools Division Offices (SDOs) are requested to perform the following:

1. The issuance of a Regional/Division Memorandum inviting, promoting, and encouraging the participation of all interested DepEd and private school personnel, as well as other interested stakeholders, such as learners and their parents and/or guardians, to join this book experience on the **weekend schedules** or during their available time or after class duties during weekdays;
2. Allowing Learning Resource (LR) personnel, such as those involved in the identification and selection of storybooks, big books, and other literary and supplementary learning resources (SLRs) for school libraries, to attend the book fair activities during their free time;

3. Allowing public and private schools to hold educational tours during the PBF, subject to compliance with the rules and regulations in the conduct of educational trips; and
4. Allowing selected Regional, SDO, and/or school non-teaching and teaching scoping personnel (only during periods/days the latter has no class) to attend the PBF on official business, subject to provision of applicable overload/Compensatory Time-Off (CTO) during non-working days when necessary.

In relation to item no. 4 above and in case the Regional Office (RO), SDO, and/or school decide to organize their respective delegation to attend the PBF 2025, expenses incurred relative to the participation of the identified DepEd personnel may be charged against available local funds, subject to usual accounting and auditing rules and regulations of the government.

Please note that those who will join the PBF 2025 as part of the delegations of the ROs, SDOs, and schools must be different from the identified participants for the National Market Scoping for SLRs for School Libraries and Library Hubs, which shall be issued as a separate Memorandum.

Should you have any queries and/or concerns on the PBF 2025, please contact Ms. Maria Carolina M. Tapia of NBDB through email at bookfest@books.gov.ph. For matters relative to DepEd-related concerns, kindly coordinate with the Learning Resource Production Division through blr.pd@deped.gov.ph, copy furnished Mr. Jejomar C. Alda at Jejomar.alda@deped.gov.ph or at telephone number (02) 8631-4985.

For information and dissemination.

MEMORANDUM		Date: 3-4-25	Released (Records): Rec
To: <input checked="" type="checkbox"/> PSDS/DICs	<input checked="" type="checkbox"/> Elem/Sec School Heads		
<input type="checkbox"/> Private Schools	<input type="checkbox"/> Others:		
For: <input checked="" type="checkbox"/> Information	<input checked="" type="checkbox"/> Dissemination		
<input type="checkbox"/> Guidance	<input type="checkbox"/> Strict Compliance		
ORLANDO E. MANUEL PH.D., CESO V Schools Division Superintendent			
By: <input type="checkbox"/> ASD <input type="checkbox"/> DDO <input type="checkbox"/> SDO <input type="checkbox"/> AO <input type="checkbox"/> Acty	Signature: 		