



Republic of the Philippines
Department of Education
National Capital Region
DIVISION OF CITY SCHOOLS
Quezon City, Metro Manila



September 14, 2010

MEMORANDUM TO:

Assistant Schools Division Superintendents
Division/District Supervisors
Principals, Head Teachers and Officers In-Charge

Subject: LOPEZ MEMORIAL MUSEUM READERSHIP SEMINAR

Per attached letter and press release, the Lopez Memorial Museum and Library is inviting public school teachers and librarians to attend a session on "Journeying Through Books; Developing Lifelong Readers Among the Young", on September 18, 2010 (Saturday), 2:00 p.m., at the Lopez Memorial Museum, Benpress Building, Exchange Road corner Meralco Avenue, Ortigas, Pasig City.

Pre-registration is required for those who are interested to attend because of the limited slots (80 participants only). Please contact Gicelle Artuyo and Eileen Jimenez of the Knowledge Channel at telephone nos. 910-2032 or 910-3181 loc. 112 for inquiries pre-registration.

Please be guided accordingly.

CORAZON C. RUBIO, CESO VI
Assistant Schools Division Superintendent
Officer-In-Charge
Office of the Schools Division Superintendent

Reference: Letter from Knowledge Channel, 09-13-10



**KNOWLEDGE
CHANNEL**

September 13, 2010

DR. CORAZON C. RUBIO

Schools Division Superintendent
DepEd - Division of Quezon City

Dear Dr. Rubio:

Greetings!

On September 18th, the Lopez Memorial Museum and Library will be holding a session "Journeying Through Books: Developing Lifelong Readers Among the Young" for public school teachers and librarians. The talk focuses on the key dimensions of reading attitude, motivation, and purpose. It differentiates reading for academic purposes and reading for pleasure.

In line with this, Knowledge Channel would like to invite librarians or teachers from your divisions who are interested to attend this free seminar on September 18, 2010 at the Lopez Museum, Benpres Building, Exchange Road corner Meralco Avenue, Ortigas, Pasig City. **Limited slots only (80 participants) so pre-registration is required for those who are interested to attend.** Please confirm the list of participants to the Knowledge Channel on or before **September 16, 2010, 12 PM.** You may contact Gicelle Artuyo and Eileen Jimenez at 910-2032 or 9103181 loc. 112 for inquiries and pre-registration.

Attached to this letter is the announcement from the Lopez Museum.

Thank you very much and God bless.

Sincerely yours,

John Paul II D. Dimacali
JOHN PAUL II D. DIMACALI
Area Management Manager

KNOWLEDGE CHANNEL
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EUGENIO LÓPEZ FOUNDATION, INC.

PRESS RELEASE

Journeying Through Books: Developing Lifelong Readers Among the Young

With Pam Yu

September 18, 2-3 pm

Free and open to the public but reservations required

Contact person: Gicelle Artuyo/Eileen Jimenez

Contact details: 910-2032 or 910-31-81 loc 112

In its 2007 Readership Survey, the National Book Development Board found that readers are starting to read younger. In that same survey, it was stated that readers went down to 92% from 94%. Good figures all that need to be maintained and improved by developing reading habits. At the core is the need to understand what, how, and why they read. Ms Pam Yu will discuss these in a talk on **September 18, 2-3 pm at the Lopez Memorial Museum and Library**, as part of Book Matters. Book Matters is a program of the Lopez Memorial Museum, Ortigas Foundation Library and the Robinsons Children's Library to encourage people to read more works of Filipino authors and Philippine publications.

Working towards the goal of promoting self-directed reading, this session focuses on the key dimensions of reading attitude, motivation, and purpose. It differentiates reading for academic purposes and reading for pleasure while reintroducing to children the themes and characters in Philippine literature. It suggests ways in which children can both learn and enjoy from the experience of being a reader of stories in their own culture. Ms Pam Yu is a Senior Lecturer at the Department of Arts and Communications of UP Manila. She has written books on literature and language.

The Lopez Memorial Museum is at the ground floor, Benpres Building, Exchange Road corner Meralco Ave, Pasig City. Museum days and hours are Mondays to Saturdays, 8am-5pm, except holidays. For more information, call 6312417 or email pezseum@skynet.net.

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