2611-1828

Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OF VIGAN CITY

DIVISION MEMORANDUM
No. 1057 s. 2026

INVITATION TO SCHOOLS TO PARTICIPATE IN THE CRAYOLA CREATIVITY WEEK 2027 AMBASSADOR PROGRAM

To: Asst. Schools Division Superintendent
Chief Education Supervisors (CID/SGOD)
Public & Private Elementary and Secondary Schools
All Others Concerned

1. The Department of Education (DepEd), through the External Partnerships Service (EPS), has received an invitation from Star 360 Philippines, Inc., the local distributor of Crayola, for the nomination of three (3) Philippine schools to the Crayola Creativity Week (CCW) 2027 Ambassador Program.

2. In this regard, all interested public and private schools in the Schools Division of Vigan City are encouraged to participate in the global celebration scheduled on January 25-31, 2027, by showcasing their creative projects, innovative learning activities, and initiatives promoting arts, STEAM, and creativity through a short video presentation.

3. Schools interested in being considered for nomination must meet the program's qualifications, including a minimum student population of 800, demonstrated commitment to creativity and innovative learning, experience using or recommending Crayola products, supportive school leadership, and the capacity to document and share activities. They must also be willing to conduct CCW activities during the scheduled week and have teachers and learners who can communicate in English.

4. Interested and qualified schools shall prepare their school profile and video presentation and register through the official sign-up page: https://www.crayola.com/learning/creativity-week/ambassador-schools

5. The deadline for registration is **November 30, 2026**. Schools are advised to complete their requirements promptly. They are likewise requested to inform the Schools Division Office, through the Curriculum Implementation Division (CID), of their intent to participate, indicating the school name, address, contact person, contact number, and email address for monitoring and coordination.

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Republic of the Philippines

Department of Education

EXTERNAL PARTNERSHIPS SERVICE

CO-EPS-No.11423-s,2026 2611-1878 E7014

MEMORANDUM

FOR : **ALL REGIONAL DIRECTORS**
ALL SCHOOLS DIVISION SUPERINTENDENT

ATTENTION : **REGIONAL PARTNERSHIP FOCAL PERSON**
DIVISION PARTNERSHIP FOCAL PERSON
ALL OTHER CONCERNED

FROM : **HERO S. HERNANDEZ**
Director IV
External Partnerships Service

SUBJECT : **ENCOURAGING SCHOOLS TO PARTICIPATE IN THE CRAYOLA CREATIVITY WEEK 2027 AMBASSADOR PROGRAM**

DATE : November 11, 2026

The Department of Education (DepEd), through the External Partnerships Service (EPS), has received an invitation from Star 360 Philippines, the local distributor of Crayola, for the nomination of three (3) Philippine schools to participate in the **Crayola Creativity Week (CCW) 2027 Ambassador Program**.

Crayola Creativity Week is a free, global, seven-day annual celebration of children's creativity, scheduled on **January 25–31, 2027**. The initiative aims to inspire learners, particularly those in Kindergarten to Grade 8, to explore their creativity and integrate arts and creative learning into their educational experiences.

In this regard, all Regional and Division Offices are requested to encourage public and private schools within their respective jurisdictions to participate by preparing and submitting **short video presentations showcasing their creative school projects, innovative learning activities, and initiatives that demonstrate how creativity, arts, and innovation are integrated into teaching and learning.**

The submitted videos should highlight the following, as applicable:

1. Creative projects and innovative activities undertaken by learners;
2. School initiatives that promote creativity, arts, STEAM, and experiential learning;
3. Students' talents, skills, and creative outputs; and

3. Students' talents, skills, and creative outputs; and
4. The school's efforts in fostering a creative and supportive learning environment.

The video submissions will serve as an opportunity to showcase the schools' creativity and innovative practices and support the identification and nomination of qualified schools for the Crayola Creativity Week 2027 Ambassador Program.

For guidance, the following are the major qualifications for nominated schools:

- Must be a legally registered public or private school in the Philippines;
- Must have a student population of at least 800;
- Must demonstrate a strong commitment to creativity, arts, STEAM, or innovative learning practices;
- Must have prior or current experience using or recommending Crayola products;
- Must have supportive school leadership willing to champion creativity initiatives;
- Must have an official social media account or website where school activities can be shared;
- Must have the capacity to document and share school activities through photos and videos; and
- Must be willing to conduct Crayola Creativity Week activities on January 25–31, 2027.

DepEd intends to nominate a total of three (3) qualified schools, ideally one each from Luzon, Visayas, and Mindanao, to represent the Philippines in this international initiative.

In view of the foregoing, Regional Directors are requested to disseminate this invitation to all Schools Division Offices and encourage interested and qualified schools to submit their video presentations and school profiles to register to the link provided.

https://www.crayola.com/learning/creativity-week/ambassador-schools

Please note that the deadline for the Crayola Creativity Week 2027 Ambassador Program registration is **November 30, 2026**. Thus, the Regional Offices are encouraged to facilitate the submission of nominations at the soonest possible time to allow sufficient time for evaluation, coordination, and registration.

For inquiries and further information, please coordinate with the External Partnerships Service.

Your support in promoting creativity, innovation, and meaningful learning opportunities among Filipino learners is highly appreciated.

For information, guidance, and appropriate action.

STAR 360 Philippines Inc.

HEAD OFFICE: [illegible] Street, [illegible] Village, [illegible] Salmon, Quezon City 1113 Philippines

November 6, 2026

Director Hero S. Hernandez
Director IV
Department of Education
DepEd Complex, Meralco Avenue, Pasig City

Subject: Invitation to Nominate Three (3) Philippine Schools for the Crayola Creativity Week 2027 Ambassador Program

Dear Director Hero S. Hernandez,

Crayola is pleased to invite the Department of Education (DepEd) to nominate **three (3) schools—one each from Luzon, Visayas, and Mindanao**—to represent the Philippines in the **Crayola Creativity Week (CCW) 2027 Ambassador Program**.

Crayola Creativity Week is a free, global, seven-day annual celebration of children's creativity, designed for schools, libraries, and homes. The program requires no purchase or financial commitment and offers educators and learners opportunities to explore creativity through fun and engaging activities.

About Crayola Creativity Week 2027

Scheduled for **January 25–31, 2027**, CCW provides participating schools with:

- **Free Educational Resources:** Downloadable lesson plans, activity sheets, and Thinking Sheets.
- **Daily Inspiration:** Educational videos featuring celebrity creators, authors, artists, actors, musicians, and other public figures.
- **Exciting Giveaways:** Daily sweepstakes, giveaways, and opportunities to win art supplies for classrooms and schools.

Launched in 2022, the program aims to inspire K–8 students, foster resilience, and support educators in integrating creativity and the arts into everyday learning across different subject areas.

2027 Philippine Ambassador Nominations

A total of **three (3) schools may be nominated to represent the Philippines**, ideally one from each island group:

- Luzon
- Visayas
- Mindanao

Selected schools will serve as champions of Crayola Creativity Week in their respective regions. They will participate in the CCW 2027 activities, promote the campaign within their school communities, and share their experiences to encourage other schools to join the celebration.

Ambassador School Selection Criteria

To ensure that nominated schools can actively participate and represent the Philippines in this global initiative, candidates should meet the following criteria:

HEAD OFFICE: 4F Joy Deer, Bridge Village, Brgy Apolinar Suntay, Quezon City 1115 Philippines

1. Must be a legally registered public or private school in the Philippines. After-school programs, learning centers, and home-based learning programs are not eligible for the Ambassador Program, although they are welcome to participate in the general CCW campaign.
2. Teachers and students must be able to understand and communicate in English to facilitate potential international engagements.
3. Must demonstrate a strong commitment to creativity, art, STEAM, or innovative learning practices.
4. Must have prior or current experience using or recommending Crayola products.
5. Must have a student population of at least 800.
6. Ideally, must cater to students from Grade 1 to Senior High School.
7. Must have supportive school leadership willing to champion creativity initiatives.
8. Must maintain an official social media account or website where school activities and the CCW experience can be shared.
9. Must have the capacity to conduct, document, and edit activity photos and videos for public sharing and submission to the Crayola Education team.
10. Must be willing to participate in media interviews before, during, or after Crayola Creativity Week.
11. Must commit to conducting CCW activities from **January 25–31, 2027**.

Benefits of Becoming a CCW Ambassador School

Selected schools will receive the following opportunities and benefits:

- **Exclusive Kits and Supplies:** Complimentary Crayola school supplies for use during Crayola Creativity Week.
- **Recognition:** Opportunities to be featured on Crayola's local and global social media channels, CCW website, and media coverage.
- **Professional Visibility:** Represent the Philippines on a global platform and showcase the school's leadership in creative education.
- **Global Networking:** Connect and engage with participating schools from around the world.
- **Media Opportunities:** Potential participation in press interviews and inclusion in global showcase videos.
- **Student and Community Recognition:** Showcase students' creative work on an international stage, inspiring greater appreciation and participation in creative learning.

As a previous example, Valenzuela National High School represented the Philippines as a CCW Ambassador in 2026 and received US$500 worth of complimentary Crayola products.

Nomination and Registration

We kindly request DepEd to identify and nominate three qualified schools, ideally one from each island group. Once selected, schools may register through the official **Crayola Creativity Week Ambassador School Sign-up** page:

https://www.crayola.com/exchange/creativity-week-ambassador-schools

Alternatively, DepEd may provide us with the following information so our team can coordinate directly with the nominated schools:

- School name
- School address
- Name of contact person
- Contact number
- Email address

For more information about the campaign and general registration, please visit

Crayola Creativity Week – Official Website

Important Dates and Reminders

- **November 30, 2026:** Deadline for CCW Ambassador Program registration (Asia time).
- **Second or Third Week of December 2026:** Announcement of the final selected Ambassador Schools on the Crayola Creativity Week website.
- **January 25–31, 2027:** Crayola Creativity Week celebration.

We encourage DepEd to submit its nominations ahead of the registration deadline to allow sufficient time for coordination and preparation.

Crayola remains committed to supporting Filipino teachers and young learners by making creativity an integral part of education. We look forward to partnering with DepEd in bringing this global celebration to more Filipino schools and empowering the next generation of creative thinkers.

Should you have any questions or require further information, please feel free to contact us through the details below.

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Thank you, and we look forward to your support and participation!

Sincerely,

LUIS ZABALA JR.
Marketing Manager
Star 360 Philippines