



Republic of the Philippines
Department of Education
National Capital Region
DIVISION OF CITY SCHOOLS
QUEZON CITY
Nueva Ecija St., Bago Bantay, Quezon City



August 10, 2011

MEMORANDUM TO:

Assistant Schools Division Superintendents
Division/District Supervisors
Elementary and Secondary School Principals
Head Teachers/ Officers In-Charge

Subject: PLAY PILIPINAS 2011

Attached is a Regional Letter No. 243 dated July 14, 2011 from ELENA R. RUIZ, Schools Division Superintendent, Officer-In-Charge, Office of the Regional Director, re: **First International Festival on Children's Play called "PLAY PILIPINAS 2011"**, contents of which are self-explanatory, for the information and guidance of all concerned.

Attention of all concerned is invited on the provisions of Republic Act No. 5546 – "An Act Prohibiting the Collection of Contributions from School Children of Public Primary, Intermediate and High Schools".

Immediate and wide dissemination of this Memorandum is desired.

CORAZON C. RUBIO, CESO VI
Schools Division Superintendent



Republika ng Pilipinas
(Republic of the Philippines)
KAGAWARAN NG EDUKASYON
(DEPARTMENT OF EDUCATION)
PAMBANSANG PUNONG REHIYON
(NATIONAL CAPITAL REGION)
Daang Misamis, Bago Bantay, Lungsod Quezon
(Misamis St., Bago Bantay, Quezon City)

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July 14, 2011

To: Schools Division Superintendents

Dear Sir/Madam:

The Play Universal Company will hold the first international festival on Children's play called PLAY PILIPINAS 2011.

Interested schools may contact Ms. Sigrid Perez at Mobile Number 0922-8031254 and Landline number 470-76-77.

Attached is a letter of Ms. Perez, Executive Director, Play Universal Company, 9F Pacific Center Bldg., 33 San Miguel Avenue, Ortigas Center, Pasig City, for your reference.

Nonetheless, attention is invited to the provisions of Republic Act No. 5546 otherwise known as "An Act of Prohibiting the Sale of Tickets and/or the Collection of Contributions for Whatever Project or Purpose from Students and Teacher of Public and Private Schools, Colleges and Universities."

Very truly yours,


ELENA R. RUIZ

Schools Division Superintendent
Officer-In-Charge
Office of the Regional Director

Regional Letter No. 243

June 27, 2011

Ms. Elena Ruiz
School Division Superintendent
DEPED- National Capital region

Dear Ms. Ruiz,

Greetings!

We are Paul and Sigrid Perez from PlayUniversal Co., a social enterprise dedicated to promoting the benefits of play in the total development of children in the Philippines. As our first endeavor, we are mounting the very first international festival on children's play called **PLAY PILIPINAS 2011** on 21-23 October, 2011 at the SMX Convention Center, Pasay City.

We've chosen to call it a festival because it is essentially a celebration of play. Our goal is to bring into the national consciousness the power of play in children's total well-being and to emphasize it as an inviolable right as stated in Article 31 of the UN Convention on the Rights of the Child.

This festival will be bringing together educators and concerned parents, to share ideas on the current state of play in the country, and note the developments of play in other countries.

PLAY PILIPINAS 2011 has 3 components: The Forum, The Fairs and the Playspace Design Contest.


For the Forum, we have invited expert resource persons from Japan, Australia and the UK, as well as respected local experts to share their unique perspectives on the subject. Already, six respected figures in the field have confirmed their participation, and will give their insights during the conference:

Dr. Lourdes "Honey" Carandang - The pioneer of group play therapy for children in the country, Dr. Carandang has spearheaded many research and intervention projects for organizations such as UNICEF, International Labor Organization and our local Department of Social Welfare and Development.

Mr. Hitoshi Shimamura --- A play worker at the Sakai Adventure Playground Park in Tokyo, Mr. Shimamura is also Regional Vice President for East Asia/Pacific of the International Play Association and a member of the Japanese Adventure Playgrounds Association.

Professor Geraldine Naughton --- A respected pediatric exercise scientist, Professor Naughton's extensive track record includes research grants and publications in musculoskeletal health of intensively training adolescents, injury surveillance of pediatric sports-related injuries, and innovations in family-friendly weight management support for overweight children.

Professor Anita Bundy --- Known internationally for her work in occupational therapy assessment and intervention, Professor Bundy has published widely and has given lectures and courses on five continents. She is best known for developing theory and research on sensory integration and on play with children who have disabilities.

 Play Universal Co.

9F Pacific Center Bldg., 33 San Miguel Avenue, Ortigas Center, Pasig City, Philippines 1605
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Email: playnow@playpilipinas.org Website: www.playpilipinas.org


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Dr. Esther J. Esteban --- A facilitator of hundreds of parenting and teaching seminars the past 25 years, Dr. Esteban has published several papers on Values Education and Parental Verbal Abuse. She is currently an adjunct professor at Miriam College and at the University of Asia & the Pacific.

Dr. Maria Theresa Gustilo-Villasor --- A clinical psychologist by profession, Dr. Villasor is affiliated with the Psychological Association of the Philippines, the American Psychological Association, and the International Council of Psychologists. She also teaches at the Center for Family Ministries (CEFAM) at Ateneo de Manila University, and the Graduate School of Counselor Education in De La Salle University-Manila (DLSU).

And that's just a partial list of speakers, as we will continue to secure commitments from other distinguished guests in the coming weeks.

Apart from being able to listen to our speakers above, each participant to the forum will also get a chance to attend a workshop of their choice: Music and Play by MLAC (Dr. Honey Carandang's Institute), Toy Analysis by UP-Manila, Larong Pinoy Workshops, Poi and Outdoor Play and Integrating Play into the Curriculum or Programs facilitated by experts in their respective fields.

Being a celebration of play, we're also bringing fun and imagination to the festivities. A highlight of our affair will be the **Playspace Design Challenge**. Here, the finalists' designs will each be brought to life on a 100-sqm area --- open to grown-ups and children alike, for one and all to experience and enjoy.

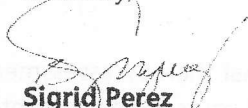
The 3-day festival also has a variety of fairs and exhibits designed for children and adults to fully immerse in the world of play. The World Toys Exhibit showcases the very best of games and toys from different countries around the world. At the Schools Fair, parents will get to know the different approaches to learning and programs available for their children. Then there are also the Toy-, Books-, Children's Nutrition and Children's Fashion Fairs for the general public.

Play Pilipinas 2011 is open to one and all. And since this is the first of its kind in the country, we feel it will be able to achieve its goal with an endorsement from your good office.

We would very much like to discuss this further in a meeting with you in your most convenient time. I will be glad to call your office in the next few days to follow up. However, should you decide to call a meeting earlier, we may also be reached through our email addresses: sigrid.perez@playpilipinas.org and paul.perez@playpilipinas.org or through mobile number 0922-8031254 (Sigrid) and landline number 470-7677.

We hope to be able to get your support for this pioneering affair. We are positive it will be beneficial for the Filipino child!

Sincerely,


Sigrid Perez
Executive Director
PlayUniversal Co.

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