



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



August 5, 2011

MEMORANDUM TO:

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

Subject: Film entitled "Ay Ayeng"

Attached is a letter dated July 12, 2011 from Mr. Dennis P. Tan, Organizer, Cine Mine Film Promotions, re: **Film entitled "Ay Ayeng"**, contents of which are self – explanatory for the information and guidance of all concerned.

Attention of all concerned is invited on the provision 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*)

DepEd NCR Advisory
July 27, 2011

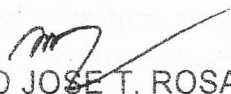
To: Schools Division Superintendents

The Cine Mine Film Promotions is inviting both public and private elementary and secondary schools in NCR to view the digital movie entitled "Ay Ayeng".

Interested schools may contact Mr. Dennis P. Tan, at telephone no. 466-0620 or Mobile No. 0908-9155839.

Attached is a letter dated July 12, 2011 from Mr. Tan, Organizer, Cine Mine Promotions, for your reference.

Nonetheless, attention is invited to the provision of Republic Act. No. 5546 otherwise known as "AN ACT PROHIBITING THE SALE OF TICKETS AND/OR THE COLLECTION OF CONTRIBUTIONS FOR WHATEVER PROJECT OR PURPOSE FROM STUDENTS AND TEACHERS OF PUBLIC AND PRIVATE SCHOOLS, COLLEGES AND UNIVERSITIES."


RIZALINO JOSE T. ROSALES
Chief Administrative Officer
OIC, Office of the Asst. Regional Director
Officer-In-Charge

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"Character, Competence, Excellence and Distinction"

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CINE MINE FILM PROMOTIONS

228 BLK 6 BLISS Compound
Brgy: Mauway, City of Mandaluyong
Tel No. 466-0620/09089155839

July 12, 2011

DR. ELENA R. RUIZ

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

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BY: JUL 12 2011
DATE: TIME:

MADAM:

1. It is a truism that Multi-media nowadays play a great and pivotal role in developing the lives of our school children. Our company, the Cine Mine Film Promotions would like to be of help through our own little ways by promoting films which convey important messages related to education in general and, more specially, on the nobility of the teaching profession.

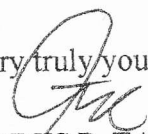
2. It is in this light that we are promoting the film "*Ay Ayeng*", a digital movie produced by the Aloha Pearl Film Productions, a new independent film outfit. This movie encourages students to urge them to give emphasis to their education as the best means for a brighter tomorrow. Moreover, the movie encourages students ***to consider teach'ng as a career option because the teaching profession provides opportunities for improving the lives of poor children.***

As this movie emphatically points out that education is the key to a brighter future, the story revolves around the life of a tribal maiden Ayeng who wades her life against all odds to pursue her dream to become a teacher in order to teach the poor children in her native village. The movie displays and inspires patriotism and nationalism.

3. In view of the above, may we request your good office to allow us to endorse this film to the different schools on voluntary basis and not during school days.

4. Attached is the endorsement of Hon. Yolanda S. Quijano, Undersecretary, Programs and Projects, Department of Education in her support to this noble endeavor which was posted via Internet at the DepED advisory No. 373 s,2010.

More Power and God Bless !

Very truly yours,

DENNIS P. TAN
Organizer