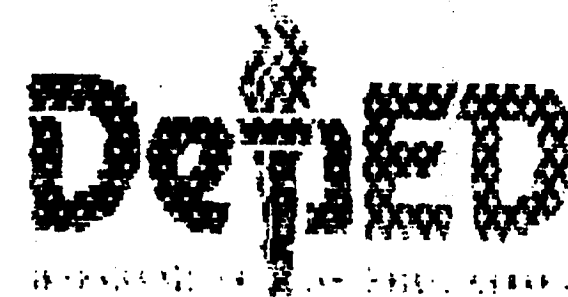


Republic of the Philippines
Department of Education
National Capital Region
DIVISION OF CITY SCHOOLS
Quezon City, Metro Manila

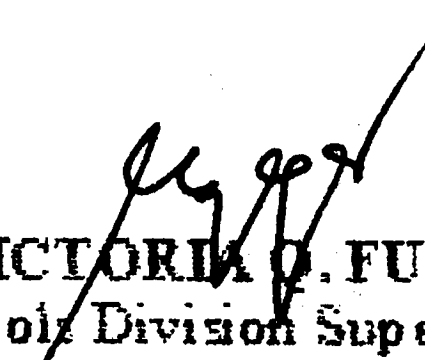


September 15, 2009

DIVISION MEMORANDUM

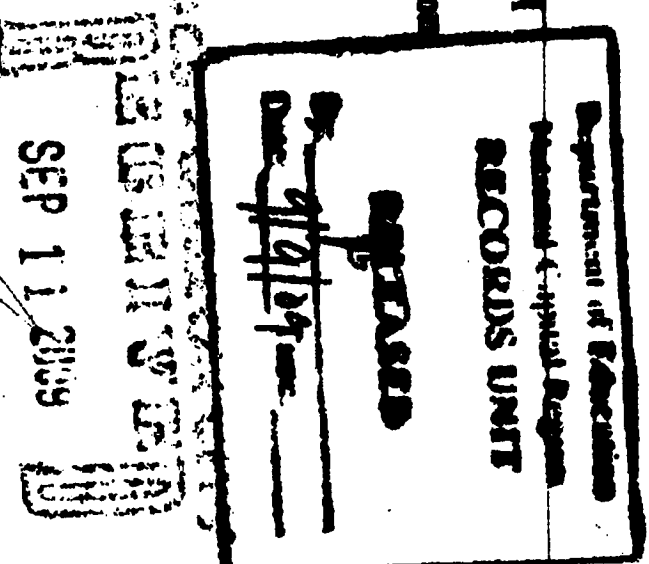
TO: Asst. Schools Division Superintendent
District Division Supervisors
Elementary / Secondary Schools Principals
Head teachers, Teachers In-Charge

1. Attached is a Letter from Mr. Christopher de Guzman, President of Global Dimension Entertainment, dated September 9, 2009, *re: "Mother and Families Challenges in a Changing World"*, the contents of which are self explanatory for the information and guidance of all concerned.
2. Immediate and wide dissemination of this Memorandum is desired.


VICTORIA O. FUENTES
Schools Division Superintendent

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

September 9, 2009



To: City/Schools Division Superintendents

Dear Sir/Madam:

Attached is a letter from Mr. Christopher de Guzman, President of Global Dimension Inc. relative to the National Family Week with this year's theme "Mother and Families". Challenges in a Changing World," content of said letter gives emphasis on the importance of family togetherness during dinner.

In connection with this, "Lucky Me" will launch "Famealy Day . . . Pagkilala ng Kainang Pamilya Mahalaga," a nationwide call to celebrate family dining every 4th Monday of September.

In view of the foregoing, Lucky Me, through Global Dimensions Entertainment, would visit some schools in your division to distribute fliers, letters and activity sheets that will help explain the importance and benefits of eating frequently with their children.

Thank you very much for the usual support.

Very truly yours,

Teresita G. Domalanta
TERESITA G. DOMALANTA, CESO III
Director IV

Regional Letter No. 344

GLOBAL DIMENSIONS
ENTERTAINEMENT

DEPED - NCR

RECORDS UNIT
RECEIVED

BY: 9/10/09
DATE: 9/10/09 TIME: ---

D.R. TERESITA DOMALANTA
Director / NCR
Department of Education
ATTN: Mrs. Genia Santos
Regional Education Supervisor

Dear Director Domalanta:

The National Family Week, declared through Presidential Proclamation No. 60, is an annual event that seeks to strengthen family unity and relationships through the meaningful celebration and promotion of Filipino values. This year's National Family Week falls on September 21 to 28, 2008 and its theme is "Mothers and Families: Challenges in a Changing World".

As part of the National Family Week celebration, the Department of Social Welfare and Development (DSWD) and the National Committee on the Filipino Family (NCF) signed a Memorandum of Agreement to certify and jointly promote Lucky Me's "Kainang Pamilya Mahalaga" advocacy campaign and "Famealy Day - Pagkilala na Kainang Pamilya Mahalaga".

The signed agreement provides that the NCF, chaired by DSWD Undersecretary Alicia R. Bala, acknowledges Lucky Me's efforts to raise awareness on the importance of family togetherness during dinner. An integral part of the advocacy is the launch of "Famealy Day-- Pagkilala na Kainang Pamilya Mahalaga", a nationwide call to celebrate family dining every 4th Monday of September, which hopefully serves as a reminder that eating together is a simple but effective means for parents to raise happy, healthy and successful children. Famealy Day, which falls on September 28 this year, encourages parents all over the country to spend time together with their families with no goal in mind but to sit around, share their experiences and eat together.

In line with this, we would like to seek your assistance for an endorsement letter to the principals to allow us to distribute the attached circular letter, flier and activity sheets to their respective schools. The materials will help explain to the parents the importance and benefits of eating frequently with their children.

Please see the attached copies of the circular letter, flyer and activity sheet for more details.

Should you have any questions, you may get in touch with Christopher de Guzman of Global Dimensions Inc. at (02) 692-2091 or email at cvguzman62@yahoo.com for confirmation.

Thank you very much.

Respectfully yours,

Christopher de Guzman
Christopher de Guzman