



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



August 2, 2012

**MEMORANDUM TO:**

Assistant Schools Division Superintendents  
Division/District Supervisors  
Principals, Head Teachers and Officer In-Charge  
(Public and Private, Elementary and Secondary Schools )

**PAGLAUM GROUP**

Attached is DepEd NCR Advisory No. 101, s. 2012, dated July 24, 2012 from Ms. Luz S. Almeda, CESO IV, Director IV, DepEd-NCR, re: **The Lorax "Every day is Earth Day"**, the contents of which are self – explanatory for the information and guidance of all concerned.

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

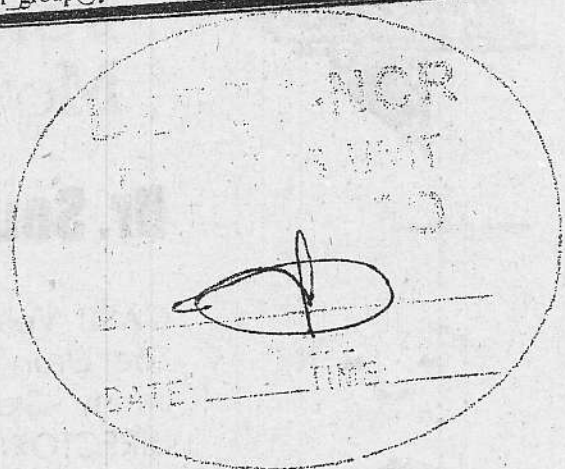
Immediate and wide dissemination of this Memorandum is desired.

**CORAZON C. RUBIO, CESO VI**  
Schools Division Superintendent

cdd/supervisor

July 2, 2012

**DR. LUZ S. ALMEDA**  
Regional Director  
DepEd, National Capital Region  
Misamis St., Bago-Bantay  
Quezon City



Dear Madam:

Paglaum Group in cooperation with the *GREENPEACE Philippines* and *SOLAR Entertainment Corporation* present for the special screenings of the original force of *NATURE*, A grumpy but charming creature who speaks for the *TREES*. Featuring the voice talents of Danny Devito, Zac Efron, Taylor Swift, Ed Helms, Betty White, Jonny Lee Miller, and Rob Riggle. Dr. Seuss' *THE LORAX* is a 2D animated confection, vibrant, uplifting, inventively funny, and a stunning story that will give an audience a colorful fun magical tale with a meaningful message, promoting *conservation and protecting the environment*. Kids will leave the film wanting to do more to help the natural world and be *eco-friendly*. One of the best wonderful films for all ages -**GO GREEN.SAVE OUR PLANET**



**JULY – DECEMBER 2012 / SATURDAYS & SUNDAYS**

In this regard, we would like to invite your students to watch the film, **NOW IN 2D**. Our general admission is **pesos: Eighty Only (php80.00)**

Administrators, School Heads, Faculty/Teachers and DepEd personnel will be admitted for **FREE**, their ID's shall serve as their complimentary pass.

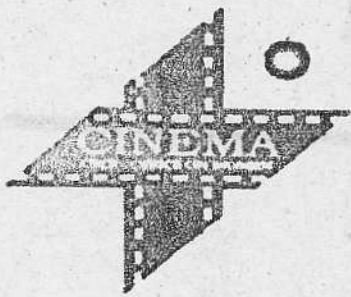
Please find herewith are reading materials and other film details.

Maraming Salamat po!

*Mia F. Miras*

Mia F. Miras  
Marketing Officer  
#0917-9544477





# CATHOLIC INITIATIVE FOR ENLIGHTENED MOVIE APPRECIATION

## Dr. Seuss' The LORAX



CAST: Voices—Danny DeVito (Lorax), Ed Helms (the Once-ler), Zac Efron (Ted), Taylor Swift (Audrey), Rob Riggle (Mr. O'Hare), Jenny Slate (Ted's Mom), Betty White (Grammy Norma); DIRECTOR: Chris Renaud, Kyle Balda; SCREENWRITER: Ken Daurio, Cincon Paul; PRODUCER: Chris Meeldandri & Janet Heally; EDITOR: Ken Schretsmann, Claire Dodgson, Steven Liu; MUSICAL DIRECTOR: John Powell; GENRE: Adaptation from Dr. Seuss' book, Animation, Musical; CINEMATOGRAPHER: Eric Guillon; DISTRIBUTOR: Universal Pictures; LOCATION: Universal Studio;

**RUNNING TIME:** 96 minutes  
**Technical Assessment:** 3.5

**Moral Assessment:** 8

**Cinema Rating:** For viewers 13 years old and below

**SYNOPSIS:** A 3-D animated feature "**The Lorax**" is a musical entertaining of the 1971 Dr. Seuss eco-cautionary fable that seems to tell all people of the danger in the environment if we cut all the trees. It's about 13-year-old Ted (voiced by Zac Efron), who seeks out the legendary Truffula Tree far beyond the confines of his treeless, prefabricated town of Theneedville, where fresh air is sold in bottles.

Reviewed by CBCP CINEMA at 9:47 AM

CATHOLIC INITIATIVE  
FOR ENLIGHTENED  
MOVIE APPRECIATION

### What's CBCP's CINEMA?

CINEMA is an acronym for Catholic Initiative for Enlightened Movie Appreciation, the film rating and classification board of the Catholic Bishops' Conference of the Philippines (CBCP). It is part of the media advocacy program of the CBCP's Office on Women chaired by Bishop Emilio Marquez with Fr. Mario Sobrejuanle as Vice Chairman and Dr. Zenaida Rotea as Executive Secretary.

### CINEMA's Strength

A body of dedicated film-literate volunteers who conduct a weekly review and classification of films on the basis of their technical and moral strengths and weaknesses. Our reviewers and assessors include Imelda Benitez, Pie Mabanta Fentomero, Joyce Laig, Sr. Consolata Manding, Rizalino Pintas, Evelyn Tirol and Veresa Tunay.

### CINEMA's Mission

Conscious of the power of film in the transformation of society, we, the members and officers of CINEMA, commit ourselves to review, classify, and rate films in order to guide the viewing public in the critical choice and patronage of films.

### CINEMA's Vision

A film-literate citizenry which, through the guidance of CINEMA, promotes Filipino Christian values and traditions.



**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 No. 101, s. 2012**  
This Advisory is issued for the information of the  
Schools Division Superintendents  
July 24, 2012

Department of Education  
National Capital Region  
RECORDS SECTION  
RELEASED  
JUL 30 2012  
DCS-QUEZON C  
**RECEIVED**  
JUL 30 2012  
BY:  
**RECORDS SECTION**

The Paglaum Group in cooperation with the Greenpeace Philippines and Solar Entertainment Corporation, is inviting both public and private elementary and secondary schools in NCR to watch the Film The Lorax "Every day is Earth Day", now in 2D.

Interested schools may contact Ms. Mia F. Miras at Tel No. (032) 415-5072 or Mobile No. 0917-954447.

Attached is a letter dated July 2, 2012 of Ms. Miras, Marketing Officer, Paglaum Group, 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.

  
**LUZ S. ALMEDA, CESO IV**  
Director IV