



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



July 31, 2012

MEMORANDUM TO:

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

Cine Mine Film Promotions

Attached is a letter, dated July 24, 2012 from Mr. Dennis P. Tan, Organizer, Cine Mine Film Promotions, re: **The Movie "Ay Ayeng"**, 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 – "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."

Immediate and wide dissemination of this memorandum is desired.

CORAZON C. RUBIO, CESO VI
Schools Division Superintendent

cdd/supervisor

CINE MINE FILM PROMOTIONS

228 Blk. 6 Bliss Compound
Brgy., Mauway, City of Mandaluyong
Tel no. 466-06-20/09089155839

DCS QUEZON CITY
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RECORDS SECTION

July 24, 2012

DR. CORAZON C RUBIO, CESO VI

Schools Division Superintendent
Division of City Schools
Quezon City

MADAM:

Greetings!

Multi-media nowadays play a great and pivotal role in developing lives of our school children. Our company would like to impart values develop and imbibe Filipino traits in our learners through film showing.

In view of this, May I request your good office to allow our company to fulfill this vision by allowing your pupils to view some character building and other value-oriented films on voluntary basis.

Attached herewith are endorsement from the Hon. USEC Yolanda Quijano, posted via Internet and former Education authorities in support to this noble endeavor.

Looking forward to be of service to you.

More Power and God Bless!

Very truly yours,

Dennis P. Tan
DENNIS P. TAN

Organizer

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Republic of the Philippines
Department of Education

DepED
DEPARTMENT OF EDUCATION

Anggapan ng Pangalawang Kalihim
Office of the Undersecretary
Regional Operations

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DepED MEMORANDUM

No. 356s. 2008

AUG 01 2008

ENDORING THE MOVIE "AY AYENG"

To : Bureau Directors
Regional Directors/ARMM Secretary
Directors of Services/Centers and Heads of Units
Schools Division/City Superintendents
Heads, Public and Private Secondary Schools

1. "Ay-Ayeng" is a digital movie produced by the Aloha Pearl Film Productions, a new independent film outfit. It conveys important messages related to education in general and, more specifically, on the nobility of the teaching profession.
2. This movie emphatically points out that education is the key to a bright 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. It is in this light that the Department of Education is endorsing this movie to high school students to urge them to give emphasis to their education as the best means to a brighter tomorrow. Moreover the movie encourages high school students to consider teaching as a career option because the teaching profession provides opportunities for improving the lives of poor children. "Ay-Ayeng" was granted a PG-13 rating by the MTRCB.
4. For immediate and wide dissemination.

Ramon C. Bacani
RAMON C. BACANI
Undersecretary

Reference: None

Allotment: 1—(D.O. 50-97)

To be indicated in the Perpetual Index under the following subjects:

EDUCATIONAL SHOW

SCHOOLS

STUDENTS

DepEd ADVISORY No. 373, s. 2010
in compliance with DepED Order No. 39, s. 2009
this advisory is issued for the information of DepED officials and personnel
(Visit DepEd website at www.deped.gov.ph)
November 9, 2010

AY-AYENG

The Cine Mine Film Promotions promotes the film, "*Ay-Ayeng*," a digital movie produced by the Aloha Pearl Film Productions. 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. It also displays and inspires patriotism and nationalism. It conveys important messages related to education in general and specifically on the nobility of the teaching profession.

The movie encourages the students to give importance on their education as the best means to achieve a brighter tomorrow. Moreover, it also encourages students to consider teaching as a career option because the teaching profession provides opportunities for improving the lives of poor children.

For more information, contact Mr. Dennis P. Tan, Organizer, Cine Mine Film Promotions, 228 Blk. Bliss Compound, Brgy. Mauway, City of Mandaluyong at telephone no.: (02) 466-0620 or mobile phone no.: 0908-915-5839.