

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.

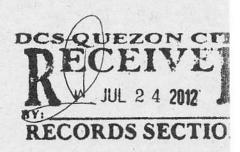
CORAZON C. RUBIO, CESO VI

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



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

Organizer





Republic of the Philippines Bepartment of

Education



Direct line

633-7203

Fax:

631-8492

Trunkline: Email address:

632-1361 to 71 loc. 2 rebacani@deped.gov.

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nggapan ng Pangalawang Kalihim Office of the Underscaretary Regional Operations

> DepED MEMORANDUM . . No. 356s. 2008

> > ENDORSING 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

"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, morespecifically, on the nobility of the teaching profession.

- 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 move displays and inspires patriotism and nationalism.
- 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 pareer 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.
- For immediate and wide dissemination. 4.

K: - 9, Bri. 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



ALOHA PEARL FILM PRODUCTIONS

Ay Ayeng is adapted from the novel Maestra Estewritten by Abdon Noviza and brought to the bacreen by director Ed Palmos and playwright Lic Lazaro.

Like Ester, Ayeng believes that education is the key to a bright future. From the wilderness of the mountains to the whimsical intricacies of cit life, the tribal maiden waded her way against a odds to follow her dream: to become a teacher i order to teach the poor children back home. I the end, she realized that dream, but not after going through the rough tide of greed expoitation, discrimination and deceit.

With the movie's clear message, Ay Ayeng woul be an effective instrument in enlightening ou students'minds to give emphasis on education fo a better tomorrow. 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.

D-MCR/DA-Ay-Ayeng