



Republic of the Philippines
Department of Education
Region VI – Western Visayas
DIVISION OF AKLAN

Archbishop Reyes Street, Kalibo, Aklan



21 July 2017

**The Public Schools District Supervisors/
Principals/Head Teacher In-charge of the District
School Heads of Public and Private Elementary, Secondary and Integrated
Schools
Others concerned**

Dear Sirs/Mesdames:

Greetings!

Please find attached letter-request dated 19 July 2017 from CityMall-Kalibo re: Lakan at Lakambini ng Wika 2017 on 28 August 2017.

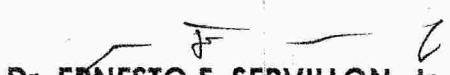
It is understood that appropriate intervention be in place for those who will be affected and that parental consent has been secured prior to children's participation, cognizant of our child protection policy and other issuances related hereto.

PSDS/PID/HTID is requested to monitor compliance herewith.

For your information, appropriate guidance and compliance.

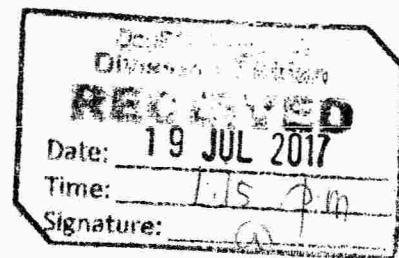
Thank you.

Very truly yours,


Dr. ERNESTO F. SERVILLON, Jr. MNSA
Assistant Schools Division Superintendent
Officer-in-Charge
Office of the Schools Division Superintendent



Division Letter
No. 103, s. 2017
/mtr



July 19, 2017

JESSE M. GOMEZ, Ph. D.,
CESO V
Schools Division Superintendent
DepED Kalibo, Aklan

REQUEST FOR ENDORSEMENT LETTER

Dear Sir/Ma'am,

CityMall Commercial Centers, Inc. is an independent chain of community malls with operational branches in Roxas, Cebu, Imus, Zamboanga, Iloilo, Kalibo, Tiaong, Cotabato, Tagum City Boracay, Bacolod, Negros Occidental, Tarlac and Dumaguete City as of August 28, 2017.

In celebration of Buwan ng Wika, CityMall will hold "Lakan at Lakambini ng Wika 2017" on August 28, 2017 (Monday).

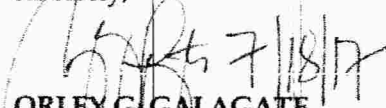
In this regard, we are requesting your good office to grant us an endorsement letter in support to our Lakan at Lakambini ng Wika 2017, that is open to all highschool and senior high school students in the communities where we operate.

Our objective is to give students the opportunity to share their talents and learn to express appreciation and honor for our national language.

We have attached the mechanics, alongside the promotional materials. Should you have any inquiry, you may contact Orley Galagate - 09277079180 / 09778246254 or John Dee Garbin - 09176238252.

Thank you and we look forward to your positive response on this.

Sincerely,


ORLEY G. GALAGATE
Marketing Officer

endorsement letter for CityMall Kalibo and CityMall Boracay

Noted by:


ELLENA RAÑON MERCADO
Marketing Head

Lakan at Lakambini ng Wika 2017

Pageant Mechanics and Qualifications

A. Qualifications

The Lakan at Lakambini ng Wika 2017 Pageant is open to all male and female applicants with the following qualifications:

1. Must be a bonafide student of the school which he or she will represent.
2. Must be a junior high school or senior high school student.
3. Must be a Filipino Citizen.
4. Must not have any existing Talent Contract with any National or Local TV Network, or any product/brand carried by a direct competitor of CityMall Commercial Centers Inc., its holding company, DoubleDragon Properties Corp., or any of the tenants of CityMall.
5. Must not be an employee of CityMall Commercial Centers Inc., its holding company, DoubleDragon Properties Corp., affiliates or subsidiaries, including relatives of the employee up to the first degree of consanguinity or affinity.
6. Must not be a tenant or contractor providing services to CityMall Commercial Centers Inc., its holding company, DoubleDragon Properties Corp., affiliates or subsidiaries, including relatives of the tenant or contractor up to the first degree of consanguinity or affinity.
7. Must not be a relative of the selected judges up to the third degree of consanguinity or affinity.

B. Registration and other requirements

The qualified applicant shall submit a duly accomplished Registration Form and Waiver Form to any participating CityMall branch and attach the following:

1. Photocopy of Birth Certificate
2. School ID of the Applicant
3. Certificate of Enrolment from the Registrar
4. (2) Two copies coloured Close-up photo and Two (2) copies Full body photo (4R) of candidate

The qualified applicant must place the application form, waiver form, and other requirements inside a short brown envelope. Submission of all requirements shall be from August 7, 2017 (Monday) to August 15, 2017 (Tuesday), 9:00 A.M. to 9:00 P.M.

C. Participating CityMall branches

The Lakan and Lakambini ng Wika 2017 Pageant shall simultaneously be held at selected operating CityMall branches nationwide, namely:

- | | |
|---------------------------------|--|
| 1. CityMall Arnaldo, Roxas City | 11. CityMall Kabankalan, Negros Occidental |
| 2. CityMall Consolacion, Cebu | 12. CityMall Victorias, Negros Occidental |
| 3. CityMall Anabu, Imus, Cavite | 13. CityMall San Carlos, Negros Occidental |
| 4. CityMall Tetuan, Zamboanga | 14. CityMall Boracay, Aklan |



5. CityMall Tagbak, Iloilo
6. CityMall Kalibo, Aklan
7. CityMall Tiaong, Quezon
8. CityMall Parola, Iloilo
9. CityMall Cotabato City
10. CityMall Mandalagan, Bacolod

15. CityMall Tagum, Davao del Norte
16. CityMall Tarlac, McArthur Hiway
17. CityMall Dumaguete
18. CityMall Goldenfields, Bacolod
19. CityMall Dau, Pampanga

The qualified applicant shall only be a candidate in the participating CityMall branch where she registered and submitted the requirements.

D. Calendar of Activities

The following Calendar of Activities shall be simultaneously applied in each participating CityMall branch:

1. The selection of participants for Lakan at Lakambini ng Wika 2017 will be done thru invitation. Ten (10) to fifteen (15) schools will be invited to send two (2) representatives, 1 male and 1 female, to compete for the title.

- a) Confirmation of Participation– August 7 – 11, 2017, from 9:00 A.M. – 9:00 P.M.
- b) Last Day of Submission of Participants – August 15, 2017, (Tuesday) 9:00 A.M. – 9:00 P.M.

2. Reading of Mechanics and Guidelines for this pageant is scheduled on August 20, 2017 (Sunday), 2:00 P.M. The candidate, together with his/her parent or guardian for minors, shall be subject to an orientation to understand the mechanics, guidelines, segments and other information in relation to the contest. Two (2) copies of the approved mechanics and guidelines shall be provided to each candidate which shall be signed after the orientation. One (1) copy shall be submitted back to the Organizers, whereas the other shall be kept by the candidate for reference.

3. Pageant Proper and Coronation of Lakan and Lakambini ng Wika 2017 will be on August 28, 2017 (Monday) at 2:00 PM.

E. Pageant Proper

The following segments of the Pageant Proper shall be simultaneously applied in each participating CityMall branch:

1. School Uniform

1.1. Each candidate will be given a chance to showcase their beauty, elegance, and pride by wearing their school uniforms.

1.4. Each candidate shall be judged based on the criteria provided below.

Criteria for Judging for Best in School Uniform

A. Confidence and Stage Presence	20%
B. Poise and Elegance	20%
C. School Uniform	40%
D. Audience Impact	20%
Total	100%

1.5. The score of each candidate shall form part of her individual overall score to determine the Top 5 Finalists to compete for the Lakan at Lakambini 2017 title.

2. National Costume

2.1. Each candidate will be given a chance to showcase their beauty and elegance by wearing their chosen National Costume.

2.7. Candidates should be mindful to avoid wearing attires which may be considered as indecent or revealing. The Organizers shall have the authority or discretion to stop a candidate while performing if the attire is considered as indecent or revealing in concurrence with DTI.

2.8. Each candidate shall be judged based on the criteria provided below.

Criteria for Judging for Talent Competition

A. Confidence and Stage Presence	20%
B. Poise and Elegance	20%
C. National Costume	40%
D. Audience Impact	20%
Total	100%

2.9. The score of each candidate shall form part of her individual overall score to determine the Top 5 Finalists to compete for the Lakan and Lakambini ng Wika 2017 title.

3. Determining the Top 5 Finalists

3.1. After each candidate's score from the School Uniform Competition and National Costume computation have been gathered, the same shall be subjected to the criteria provided below to determine the Top 5 Finalists.

Criteria for Judging to determine the Top 5 Finalists

A. Score from School Uniform Competition	50%
B. Score from National Costume Competition	50%
Total	100%

3.2. Once all scores have been tabulated, the Top 5 Finalists shall be announced and shall move on to the question and answer portion of the pageant. All scores shall revert back to zero.

4. Ranking of Top 5 (Final Round)

4.1 Each candidate shall be judged based on the criteria provided below.

Criteria for Judging to determine the Lakan at Lakambini ng Wika 2017

A. Question and Answer	50%
B. Beauty and Confidence	50%



Total

100%

4.3 The final scores based on the criteria above shall determine the 4th Runner Up, 3rd Runner Up, 2nd Runner Up, 1st Runner Up and the Lakan at Lakambini ng Wika 2017.

4.4 Scoring will simply be in percentage from 1% - 100%.

4.5 The decision of the judges will be final and irrevocable.

F. Cash Prizes

Major Prizes shall be as follows:

- | | |
|------------------------------------|--------------|
| • Lakan ng Wika 2017 | Php 5,000.00 |
| • Lakambini ng Wika 2017 | Php 5,000.00 |
| • 1st Runner Up Male | Php 4,000.00 |
| • 1 st Runner Up Female | Php 4,000.00 |
| • 2 nd Runner Up Male | Php 2,500.00 |
| • 2 nd Runner Up Female | Php 2,500.00 |

2. A consolation prize of P1,000.00 worth of Gift Certificates shall be given away to all non-winning candidates.

Control Measure:

1. All disputes arising from this promo shall be elevated to the Head of Marketing Department for resolution; whose decision shall be final and binding on all participants with the concurrence of DTI.

Per DTI-FTEB Permit No. _____ Series of 2017.

CITYMall
Your Everyday Mall!



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7. Must not be a relative of the selected judges up to the third degree of consanguinity or affinity.

   citymallph

www.citymall.com.ph

CITYMall
Your Everyday Mall!



AUGUST 28, 2017

GRAND WINNER : 10,000
1ST RUNNER-UP : 8,000
2ND RUNNER-UP : 5,000

   citymallph

www.citymall.com.ph