



Republic of the Philippines
Department of Education
Region VII, Central Visayas
DIVISION OF CEBU PROVINCE
IPHO Bldg., Sudlon, Cebu City



August 20, 2013

DIVISION MEMORANDUM

No. 458, s. 2013

MILO ENERJAM SCHOOL TOUR ACTIVITY

**To: Education Supervisors/Coordinators
District Supervisors/ OICs
Elementary School Heads
Heads, Private Elementary Schools**

- 1. Attached herewith is a letter from Milo Events Coordinator-East Visayas, Mr. Jneil Del Mar and DepEd Advisory dated April 16, 2013 for Milo Enerjam School Activity which will be conducted from August 6-December 31, 2013 in schools of Cebu Province.**
- 2. This is an activity involving pupils aging seven (7) years old and above particularly in Grades 2 and 6. This involves a cup of Milo for every school pupil, trivia games and a mini-exercise program that aims to encourage pupils into developing a habit of daily exercise as part of their journey in living a healthy lifestyle.**
- 3. It is understood that NO CLASSES will be disrupted due to the conduct of this activity and that the safety and welfare of the pupils must be insured.**
- 4. Immediate dissemination of this Memorandum is desired.**

ARDEN D. MONISIT, Ed. D.
Schools Division Superintendent





8/29/13

Date: August 13, 2013

Mr. Arden D. Monisit, Ed.D.
Schools Division Superintendent
Cebu Province

Dear Sir/Madam;

We from MILO would humbly ask from your good office an Endorsement Letter for our MILO ENERJAM SCHOOL TOUR Activity which will be conducted from August 6, 2013 – December 31, 2013 in respective schools which is under your division. Attached with is an Endorsement Letter coming from DepEd head office in Manila and also a letter for the different schools which will be chosen to partake in our MILO ENERJAM SCHOOL TOUR Activity.

Thank you very much and we look forward to your favorable response.

Very truly yours,

JINEIL DEL MAR
MILO EVENTS COORDINATOR - EAST VISAYAS
0932-2921005

DepEd ADVISORY No. 202, s. 2012

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)

April 16, 2013

MILO® SPORTS EVENTS FOR 2013

The Nestle Philippines, Inc., maker of Milo® will conduct the following sports events for School Year (SY) 2013-2014

1. Milo® Enerjam School Tour (MEST)

This is an activity involving students ages seven (7) years old and above, particularly those in Grades two (2) and six (6). It involves a mini-exercise program that aims to engage grade school students into developing a habit of exercising everyday as part of their journey in living a healthy lifestyle. The MEST will bring teams led by exercise instructors to thousands of elementary schools nationwide to educate the students on the benefits of everyday exercise. The Milo® aims to bring the event to over three thousand three hundred (3,300) schools nationwide, both public and private schools for SY 2013-2014.

2. Milo® Summer Sports Clinics (MSSC)

This is a sports program for kids that teach the basics and fundamentals of ten (10) popular sports namely, badminton, chess, football, gymnastics, karatedo, lawn tennis, swimming, table tennis, taekwondo and volleyball. Its objective is to provide a healthy summer experience full of fun and excitement while kids learn to develop essential values in life. A team of credible coaches from Manila will conduct the training in twenty five (25) key cities all over the country during the summer months of April and May.

3. National Milo® Marathon (NMM)

This was established in 1974 with only 747 runners. In partnership with the Philippine Olympic Committee (POC), it is considered as an integral part of the country's amateur sports development.

Now on its 36th year, the NMM will be running the elimination races in seventeen (17) cities nationwide with one (1) national finals in Metro Manila. There will be four (4) categories for the regional elimination races (3K, 5K, 10K and 21K) and five (5) (3K, 5K, 10K and 21K) categories for Manila elimination and national finals. The NMM will kick-off in Baguio on July 1 and will culminate on December 9, 2012 for the Manila National Finals.

The NMM started an advocacy two (2) years ago, which aims to help give thousands of shoes to underprivileged school children all over the country. Together with the runners, the NMM has now donated over fifteen thousand (15,000) shoes to more than one hundred twenty (120) schools nationwide. For 2013, the NMM aims to inspire ten thousand (10,000) more kids through the "Help Give Shoes" Campaign.

4. Milo® Little Olympics

This is an inter-school competition for elementary pupils and high school students. It is composed of four (4) regional competitions specifically in Lingayen for Luzon, Marikina for National Capital Region (NCR), Cebu for Visayas and Cagayan de Oro for Mindanao. A total of 22,000 student-athletes have competed year-on-year. And for the fourth (4th) straight year, the Milo will hold its national finals where champions from each region will have a chance to compete to each other with a "mini-Olympic" feel as manifested by a grand opening and closing ceremonies. This year, the Milo® Little Olympics National Finals will be held in Metro Manila on October 19-21, 2013.

For more information, interested participants may contact:

Mr. Andrew Q. Neri

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