



January 15, 2018

**DIVISION MEMORANDUM**

No. 043, s. 2018

**GMA DYRT FM 99.5 AND PUREFOODS PARTNERSHIP PROGRAM ON "PUREFOODS TENDER JUICY HOTDOG ESKUELA MO PROMO"**

**TO :** Assistant Superintendents  
 Chiefs of SGOD and CiD  
 Division Supervisors/Coordinators  
 SEPS and EPS 2  
 District Supervisors/OICs  
 Elementary and Secondary School Heads

- For the information and guidance of all concerned, attached herewith is the a Regional Memorandum from the Regional Director regarding the GMA DYRT 99.5 AND PUREFOODS PARTNERSHIP PROGRAM ON " PUREFOODS TENDER JUICY HOTDOG ESKUELA MO PROMO " that will run for six ( 6) weeks this month of January 2018.
- Below are the identified elementary school and secondary schools recommended by DepEd Cebu Province to take part in the said activity, to wit:

<b>ELEMENTARY SCHOOLS</b>	<b>SECONDARY SCHOOLS</b>
Consolacion CES	Consolacion NHS
Liloan CES	Liloan NHS
Compostela CES	Arcebo NHS
Carmen CES	Compostela NHS
Cordova CS	Carmen NHS
Minglanilla CES	Sangat NHS
Argao CES	Argao NHS
Lipata CES	Dalaguete NHS
San Fernando CES	Bitoon Tec. Voc. NHS
Balamban CES	Badian NHS

- School Heads of the identified schools are hereby directed to refer to the attached memorandum for the details of the said activity.
- Immediate dissemination of this Memorandum is enjoined.

  
**RHEA MARA ANGTUD, Ed. D., CESO VI**  
 Schools Division Superintendent

Telephone Numbers:

Schools Division Superintendent: (032) 255-6405  
 Asst. Schools Division Superintendent: (032) 414-7457  
 Accounting Section: (032) 254-2632  
 Disbursing Section: (032) 255-4401

Website : [www.depedcebuprovince.com](http://www.depedcebuprovince.com)  
 E-mail Add: [depedcebuprovince@yahoo.com](mailto:depedcebuprovince@yahoo.com)

DFI 6743A  
DIR III OFFICE

DR. M. ANGE  
MAUGCUBA



REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
KAGAWARAN NG EDUKASYON  
DEPARTMENT OF EDUCATION  
PEHIYON VII, GITNANG VISAYAS  
REGION VII, CENTRAL VISAYAS  
Sudlon, Lahug, Cebu City



**MEMORANDUM**

**To :** Schools Division Superintendent  
Divisions of Cebu City, Cebu Province, Mandaue City, Lapulapu City  
and Talisay City

**Subject :** GMA DYRT FM 99.5 and Purefoods partnership program on  
"Purefoods Tender Juicy Hotdog Eskuela Mio Promo"

**Date :** January 10, 2018

Attached is a communication from GMA DYRT FM 99.5 in partnership with Purefoods, to conduct "Purefoods Tender Juicy Hotdog Eskuela Mio Promo" that will run for six (6) weeks this month of January 2018.

For details on the mechanics and list of selected schools to participate the promo, see attached communication.

For immediate dissemination.

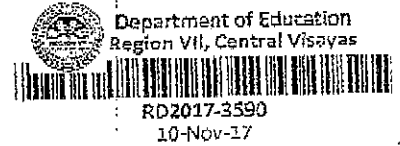
*Juliet A. Jeruta*  
JULIET A. JERUTA, Ph.D., CESO IV  
Director III  
Officer-In-Charge

ESSD  
Laj/Bjy/nam0118

Office of the Director (ORDir), Tel. Nos.: (032) 231-1433; 231-1309; 414-7399; 414-7325; Office of the Assistant Director, Tel. No.: (032) 255-4542  
Field Technical Assistance Division (FTAD), Tel. Nos.: (032) 414-7324; Curriculum Learning Management Division (CLMD), Tel. Nos.: (032) 414-7123;  
Quality Assurance Division (QAD), Tel. Nos.: (032) 231-1071; Human Resource Development Division (HRDD), Tel. No.: (032) 253-5239  
Education Support Services Division (ESSD), Tel. No.: (032) 254-7062; Planning, Policy and Research Division (PPRD), Tel. Nos.: (032) 233-9030;  
414-7065; Administrative Division, Tel. Nos.: (032) 414-7326; 414-4367; 414-7366; 414-7322; 414-4367  
Finance Division, Tel. Nos.: (032) 256-2375; 253-8061; 414-7321

"ESD 2015: Karapatan ng Lahat, Pananagutan ng Lahat"

**RGMA**  
NETWORK, INC.



Nov. 9, 2017

Ms. JULIET A. JERUTA  
Regional Director  
Region 7  
Department of Education;

Dear Ms. Jeruta

Radio GMA thru our FM station, Barangay RT 99.5 Nindota Ah, is partnering with Purefoods in conducting the " PUREFOODS TENDER JUICY HOTDOG ESKUELA MO PROMO.

20 High Schools and/or Elementary Schools in Metro Cebu will be pre- selected to participate in this promo that will run for 6 weeks in January.

Parents, teachers and students drop in their entries with a Purefood Hotdog empty pack, bearing entry sender's name, address, contact number, name of school and signature. There will be drop boxes in the school.

Lucky entry senders can each win P5,000 or P10,000 cash prizes and a kabuhayan showcase worth P10,000.

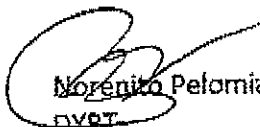
The school with the highest no. of entries will automatically win an Eskuela Package worth P50,000 ( example- computer set package, etc.)

A fun-filled Awarding program will be held at the winning school.

In this connection, may I request DEP ED to select the 20 schools which will participate in this promo?

Please see attached promo mechanics.

Thank you.

  
Norenito Pelomiana  
DYRT  
Radio GMA

**Purefoods Tender Juicy Hotdog Eskwela Mo Panalo! Promo**

Per DOH-FDA CFRR Permit No. 1098 s.2017

**HOW TO JOIN:**

- Participant must purchase any of Tender Juicy Variant (Classic, Jumbo, Cocktail or Cheesedog) at any variant size

**School**

- A 6-week promo will run in 5 areas (Cebu, Iloilo, Bacolod, Davao, CDO).
- 20 schools per area will be pre-selected to join as beneficiary school & drop box location.
- Participants will exchange clean PFTJH packs for raffle stubs.
  - RGMA team will visit schools 2x a week for collection & redemption of stubs.
  - Different PFTJH packs SKUs corresponds to points.
  - Participants will write their name, age, address, contact number, signature & chosen school in the stub & drop it in designated drop boxes.
- The school with the highest entry points.

**Individual**

- Individual participants can also get a chance to win in the grand raffle draw.
- Participants only needs to purchase any of Tender Juicy Variants covered in the promo. Each variant sizes will have an equivalent quantity of stubs that participant will receive. The participants just needs to show a clean TJ Packaging to claim the stubs.
  - 250g: 1 stub
  - 500g: 2 stubs
  - 750g: 3 stubs
  - 1kg: 4 stubs
- 20 schools in each area will have drop boxes where they could drop their studs in exchanged clean packs of Tender Juicy.
- School with the highest entry points will win and will have a culminating activity. During the culminating activity, stubs from the drop boxes of the winning school will be drawn to get the individual winner.

**PRIZES:****School**

- 1 school in each area will win school appliance/support\* worth 50,000 pesos and 10,000 pesos cash prize.  
\*will depend on the need of the school and what they have agreed to receive

**Individual**

- 5 individual participants in each area will win 5,000 pesos cash prize from raffle draw
- 1 individual participant in each area will win 10,000 pesos cash prize
- 1 individual participant in each area will win PFTJH Kabuhayan package from grand raffle draw.

14. Acceptance of a prize constitutes permission to use the winner's name and/or likeness for advertising purposes without further notice or compensation, unless prohibited by law.
15. By participating in this promo, participants agree to be bound by the official rules and regulations and decisions of San Miguel Purefoods Company.
16. San Miguel Purefoods Company reserves the right to amend the mechanics and schedule, withdraw or terminate this promo at any time without prior notice or for any reason whatsoever.
17. In no event shall San Miguel Purefoods Company, its affiliates or subsidiaries be liable to the participants for any monetary amount greater than the value of the prizes due to the prize winner under the rules and regulations of this promotion.
18. San Miguel Purefoods Company, its affiliates and subsidiaries shall not be liable to the participants in contract, tort or negligence or otherwise for any loss, damage, costs or expense of any nature whatsoever incurred or suffered by the participant and which is of indirect or inconsequential nature, including without limitation any economic loss or other loss.
19. All prizes are non-transferable.
20. All prizes are tax-free.

## APPENDIX A

## PARTICIPATING RGMA STATIONS:

Area	Station	Address
CEBU	Barangay RT 99.5	GMA Skyview Complex, Nivel Hills, Lahug, Cebu
ILOILO	Barangay 98.5	Phase 5, Alta Tierra Village, Jaro, Iloilo City
BACOLOD	Barangay 107.1	3/F Door #10, Centroplex Mall, Gonzaga-Lochin Sts., Bacolod City
DAVAO	Barangay 103.5	GMA Shrine Hills, Matina, Davao City
CAGAYAN DE ORO	Barangay 100.7	2/F Centro Mariano Bldg., Osmena Street, Cagayan de Oro

## APPENDIX B

## PARTICIPATING SCHOOLS:

Area	Drop box points	List of beneficiary schools
CEBU	(list to be finalized)	(list to be finalized)
ILOILO	(list to be finalized)	(list to be finalized)
BACOLOD	(list to be finalized)	(list to be finalized)
DAVAO	(list to be finalized)	(list to be finalized)
CAGAYAN DE ORO	(list to be finalized)	(list to be finalized)

**OTHER DETAILS:**

1. All employees of San Miguel Purefoods Company, its affiliates, subsidiaries, distributors, alliance partners, media, advertising, promotions and third party agencies, and their relatives up to the second degree of consanguinity and affinity are disqualified from joining the promotion.
2. Proof-of-Purchase must be clean and at least 70% complete. Tampered and damaged Purefoods Tender Juicy Hotdog packs will be invalid. Additionally, Purefoods Tender Juicy Hotdog packs that have the word "FREE" on it will not be valid.
3. Only entries with complete details and correct proof of purchase are considered valid.
4. Only raffle stubs with handwritten details are considered valid.
5. A participant can win only once.
6. An FDA representative will be present to verify that the drawn raffle stubs are valid. The entries must have all the required information to be considered a valid entry.
7. Winners can claim their prizes at the participating RGMA Stations where their winning entry was drawn (see addresses in Appendix A below).
8. To claim their prizes, winners must present at least two (2) of the following valid IDs or identification papers: voter's I.D., TIN, SSS or GSIS number, driver's license, school or company I.D., senior citizen's I.D. or passport, etc., together with the registered mail notifying them of the win, for identification and verification purposes.
9. In case of claiming by representation, the representative must present an authorization letter and valid identifications (voter's I.D., TIN, SSS or GSIS number, driver's license, school or company I.D., senior citizen's I.D. or passport, etc.) of both parties, together with the winner's registered mail notifying them of the win
10. The winners must sign acknowledgement and quit claim documents before receipt of their prizes. Failure to sign the requisite acknowledgement and quit claim documents will result in the automatic disqualification of the participant.
11. Winners shall be responsible for any (if any) additional costs, duties, taxes and/or other incidental expenses which may be incurred as a result of and/or related to the winners' claiming and/or acceptance of the prize.
12. Winners have sixty (60) days from the date of notice by registered mail to claim their prizes.
13. Any prize notification returned to San Miguel Purefoods Company as undeliverable, or any prize not claimed within sixty (60) days from notification shall result in the return of the relevant prizes to San Miguel Purefoods Company.