

Republic of the Philippines
Department of Education
National Capital Region
DIVISION OF CITY SCHOOLS
City of Mandaluyong



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July 22, 2014

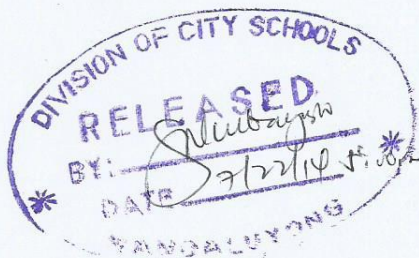
MEMORANDUM

TO : Assistant school Division Superintendent
Education Program Supervisors/Coordinator
Public School District Supervisor
Public Elementary School Principals

Attached is the promotion letter from **Mrs. Maricela Muñoz**, Retail and Business Development Manager, Demo Power Philippines, requesting for permission to conduct production demonstration and sampling services in our **Elementary Schools** to promote **Energen Choco and Vanilla 30gms.** which is self-explanatory for your information and guidance.

In this connection, this office interposes no objection provided classes will not be disrupted. If possible, this promo should be done during recess time.

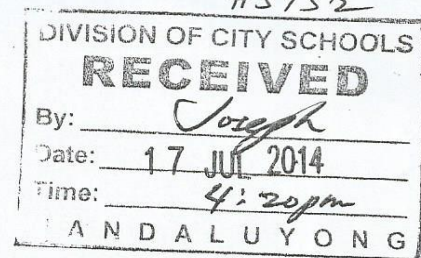
Immediate dissemination of this **Memorandum** to all concerned is desired.




EVANGELINE P. LADINES, CESO VI
Schools Division Superintendent

July 14, 2014

Dr. Evangeline P. Ladines
CESO VI
School Superintendent
Mandaluyong City



Dear Ms. Ladines,

Demo Power Philippines is a marketing services company with 14 years' of experience in in-store product demonstrations and sampling. We are a part of Omni Marketing Group, which is Asia's Largest Integrated Retail and Marketing Solutions Partner with operations in 12 countries across Asia Pacific having more than 300 marketing clients.

We have a strong and long-standing relationships with key supermarkets nationwide, and we pride ourselves in delivering first-class results for top multi-national and local manufacturing companies.

Our expertise goes beyond the confines of the retail market as we also conduct product demonstration and sampling services in schools, malls, offices, municipalities, wet and dry markets, churches and other events.

Recently, Inbisco Phils has availed our services to promote their product, **Energen Choco and Vanilla 30gms.** in different public elementary schools nationwide.

With regards to this initiative we would like to request for your permission to conduct this awareness campaign in your school.

It will be a one day activation starting on July 28, 2014 until August 2014. We will utilize a 2ft x 3ft x 6ft booth for wet sampling and the promoters will be visiting the classrooms to provide samples to the students.

Manpower Composition:

2 Regular Manpower - Tandem

1 Team Leader

Materials to be used:

2 units Boiler

2 pcs. Banners

1 unit client booth

Our client has also requested for a photo coverage of this activity.

Attached herein is the image of the booth as well as the uniform that our team of promoters will be wearing.

We look forward to getting your approval for this activation.

Thank you very much.

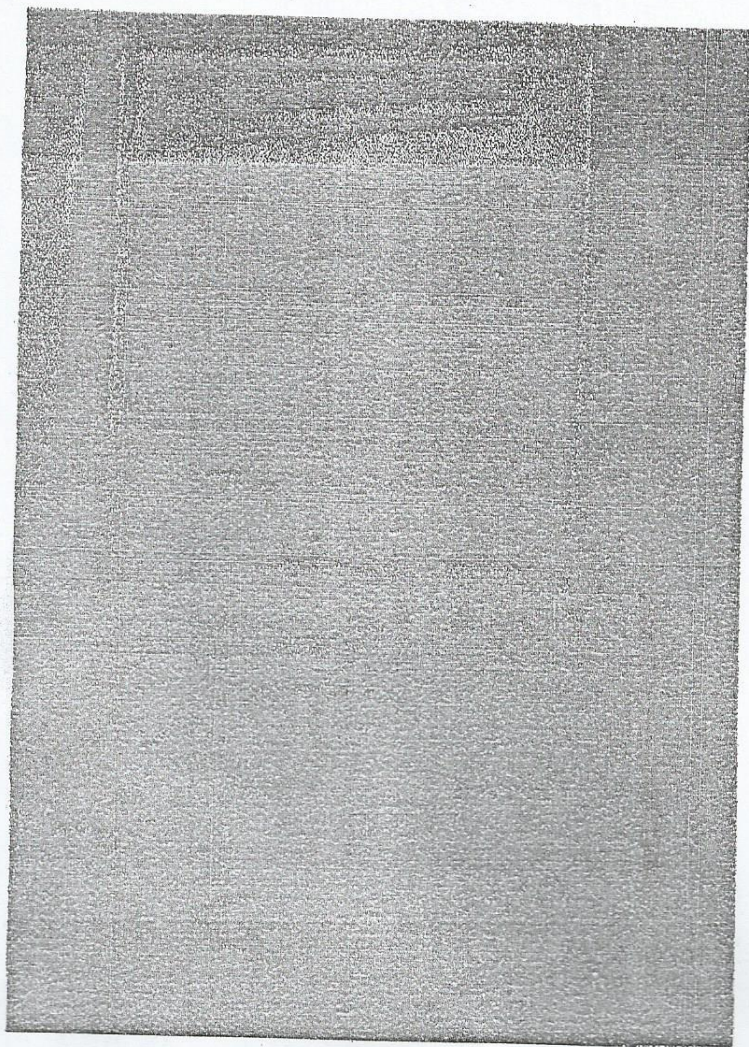
Best regards,


Maricela Rufioz
Retail and Business Development Manager

FROM : DEMO POWER CALOOCAN

FAX NO. : 9906025

17 Jul. 2014 8:44AM P2



Booth size:

2ft x 3ft x 6ft

Here's the List of Schools that we wish to start our sampling and promote Energen drink.

School Name	Locality
Nueve de Febrero ES	Mandaluyong City
Andres Bonifacio Integrated School	Mandaluyong City
Highway Hills Integrated School (Highway Hills ES)	Mandaluyong City
Pedro P. Cruz (Mauway) ES	Mandaluyong City
Mandaluyong ES	Mandaluyong City

May I also request your assistance for the recommendation of other elementary schools within your city.

Thank you.



DEPARTMENT OF HEALTH
League of Registered Nutritionist-Dietitians, Inc.
National Center for Health Facility Development
San Lazaro Compound, Sta. Cruz, Manila

July 04, 2014

Dr. Evangeline P. Ladines CESO VI
School Superintendent
Mandaluyong City

Dear Ladines:

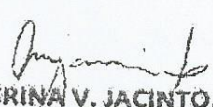
One of the goals of Department of Health- League of Registered Nutritionist-Dietitians, Inc., is to insure the Health and Nutrition of our students for them to have better school performance everyday. One way of achieving this is to provide them healthy and proper foods for the body and brain.

In line with this, we are endorsing Inbisco Philippines the maker of Energen Cereals and Nutritious Cereal Milk Drink through Demopower Philippines to provide a School Sampling in which they will provide free samples of Energen Cereals for the students.

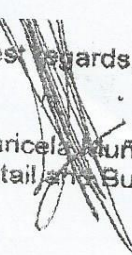
We are hoping that _____, Energen, and Department of Health- League of Registered Nutritionist-Dietitians, Inc will achieve the goal of keeping our students healthy through giving the right food for them.

My warmest regards.

Very truly yours.


MILAGRINA V. JACINTO, RND
President

Best regards,


Maricela Muñoz
Retail and Business Development Manager

108 E. Rodriguez St. Ave, Libis, Quezon City 1110 Philippines