



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
Meralco Avenue, Pasig, Metro Manila

OFFICE OF THE SECRETARY

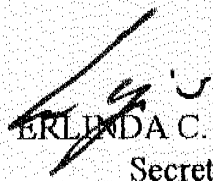
June 17, 1998

DECS MEMORANDUM
No. 258, s. 1998

LAUNCHING OF A NATIONWIDE ART CONTEST

To: Regional Directors
Schools Superintendents
Private Elementary and Secondary School Principals

1. Zest-o Corporation, announces the holding of a Nationwide Art Contest in August 1998 which will revolve around the theme "Taas Noo Sa Gawang Pilipino" as a fitting contribution to the Centennial celebration.
2. This nationwide contest aims to promote and encourage our school children to drink milk regularly. This activity will help enhance the social awareness of our young generation on the importance of milk in our diet, such being a rich source of calcium, vitamin and minerals. Further, this art contest will serve as a vehicle for promoting positive Filipino values of taking pride in all our local products.
3. All elementary and high school students may join the art contest. A contestant will have to express his own interpretation of the theme through art. Inclosed is a copy of the mechanics/contest rules.
4. For inquiries, please call Tet del Rosario, Zest-o Corporation, 574 EDSA, Caloocan City with telephone numbers 366-91-92 to 93; 364-65-41 to 42; 366-56-03 to 04/366-56-01 or 363-70-71
5. Wide and immediate dissemination of this Memorandum is desired.


ERLINDA C. PEFIANCO
Secretary

Incl.:

As stated

Reference:

None

Allotment: 1—(D.O. 50-97)

To be indicated in the Perpetual Index
under the following subjects :

CONTESTS

PUPILS

STUDENTS

THE ZEST-O CHOC-O AND ZEST-O MILK-O NATIONWIDE ART CONTEST

THEME : "TAAS NOO SA GAWANG PILIPINO!"

TARGET : All students nationwide (Grades 1 - 6/7 ; High School)
PERIOD : September - December, 1998
COVERAGE : Nationwide

MECHANICS:

1. The contest is open to all students (elementary and high school) from all participating schools.
2. The contest shall have three (3) categories:

Category A : Grades 1 - 3
Category B : Grades 4 - 6/7
Category C : 1st - 4th year High School
3. A contestant will have to express his interpretation of the theme "*Taas Noo sa Gawang Pilipino!*" through art.
4. Entry specifications:

Size : 15" x 20" (white cartolina) - horizontal presentation
Medium : crayons or kraypass
5. School level competition:
 - a. This one-day on-the-spot drawing and coloring competition shall be held in all participating schools nationwide within August 31 - September 11, 1998. The said activity shall be held in each participating school on a certain date within the given time frame (date to be agreed upon by the authorized representatives from both the participating schools and Zest-O Corp). All elementary and high school students from these participating schools shall be asked by their Class Advisers to join the contest (following the specifications stated above) revolving around the theme "*Taas Noo sa Gawang Pilipino!*".
 - b. Zest-O Corp. shall provide **drop boxes** to each participating school.
 - c. To qualify for the contest, each entry should come with one "used" (1) pouch of Zest-O Choc-O or Zest-O Milk-O. The entry, together with the "used" pouch, should be concealed in a long brown envelope properly labeled with their:

- name
- grade/year level
- school
- age
- address
- tel. no. (if any)

- d. Students may send in as many entries as they want provided they submit one (1) "used" pouch of either Zest-O Choc-O or Zest-O Milk-O together with each entry.
- e. Authorized representatives from Zest-O Corp. shall go to all participating schools from September 13 - 30 (on a date also earlier agreed upon by the authorized representatives of the participating schools and Zest-O Corp.) to collect all entries. All submitted pouches are to be sent to the Zest-O Corp. branch offices covering the areas of the schools' locations. On the other hand, all entries shall be sorted and sent to the participating schools' respective DECS District Offices.

6. District level competition:

Each of the 1,800 DECS District Offices (through the DECS District Supervisor) shall each come up with three (3) district entries (one to represent each category) for submission to the DECS Division office assigned to their area from October 1 - 16, 1998 for the divisional judging (submission to be handled by Zest-O Corp.'s authorized representatives).

7. Division level competition:

Each of the 36 DECS Division Offices (through the DECS Division Superintendent) shall also come up with three (3) division entries (one to represent each category) for submission to the Office of the DECS Regional Director assigned to their area from October 19 - 30, 1998 for the regional judging (submission to be handled by Zest-O Corp.'s authorized representatives).

8. Regional level competition:

Each of the 16 DECS Regional Offices (through the DECS Regional Director) shall also come up with three (3) regional entries (one to represent each category) for the national judging. Authorized Zest-O Corp. representatives shall be tasked to collect all entries from the sixteen (16) DECS regional offices all over the country from October 16 - 31, 1998 to vie for the national judging.

9. National level competition:

The National judging will be held on November 27, 1998 at the DECS Central Office in ~~CGMA~~ featuring all the regional entries vying for the national grand prizes. Judging for the national competition will be conducted by the following people:

- (1) DECS representative
- (2) Renowned art critiques
- (1) Zest-O Corporation representative
- (1) CAP representative

10. Criteria for judging (for all competition levels):

Relevance to the theme	:	40%
Originality / Creativity	:	30%
Overall appeal	:	30%

Total		<u>100%</u>

11. All prizes are tax-free.

Winning students : Regional Competition

- P5,000.00
- Plaque of Recognition

National Competition

- 4-year College Scholarship Grant (courtesy of CAP Educational Plans, Inc.)
- P25,000.00
- Trophy

Winning schools : Regional Competition

- P5,000.00 worth of school essentials
- Plaque of Recognition

National Competition

- P20,000.00 worth of school essentials
- Trophy

12. Winners shall be notified by registered mail and telegram.

14. The final list of national winners will be published in a leading daily broadsheet on December 12, 1998.

SUPPORT:

1. Print advertising (nationwide)
2. Collaterals
3. Nationwide publicity efforts