



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
DECS Complex, Meralco Avenue,
Pasig City

OFFICE OF THE SECRETARY

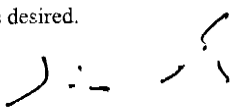
November 8, 1999

DECS MEMORANDUM
No. 471, s. 1999

MCDONALD'S MILLENNIUM DREAMERS AWARDS

To: Bureau Directors
Regional Directors
Schools Division Superintendents
Private Elementary School Principals

1. McDonald's Corporation and The Walt Disney Company, in association with United Nations Educational Scientific and Cultural Organization (UNESCO) are celebrating the contributions of young people worldwide through the *Millennium Dreamers Awards*, a global children's recognition program. One of the largest and most prestigious recognition programs worldwide, the *Millennium Dreamers Awards* aims to recognize unique achievements and contributions of young people in their communities.
2. In the Philippines, the Millennium Dreamers Search will be launched by McDonald's Phil. in cooperation with the Department of Education, Culture and Sports from November 1 to December 15, 1999. Two thousand (2,000) Filipino children will be recognized for their unique achievements and contributions in their communities. From the 2,000 Millennium Dreamers, sixteen (16) will be chosen to be the country's official delegates to the **MILLENNIUM DREAMERS** Children's Summit at *The Walt Disney World Resort in Orlando, Florida* on May 8-10, 2000.
3. The Search is open to young boys and girls aged 8-15 years old who are currently enrolled in a DECS-recognized public or private elementary school and Filipino citizens. (Children of employees of McDonald's Philippines, its advertising and public relations agencies, local sponsors as well as their relatives up to the second degree of consanguinity are disqualified from the Search.)
4. All nominations should be submitted along with the supporting documents to the nearest McDonald's restaurant or mailed to: *Millennium Dreamers Secretariat, 14th Floor, Octagon Center, San Miguel Avenue, Ortigas Center, Pasig City*. Completed nomination forms must be received not later than December 15 1999.
5. Other important information and requirements are found in the enclosures.
7. Immediate and wide dissemination of this Memorandum is desired.


VICTOR ANDRES C. MANHIT
Undersecretary
Officer-in-Charge

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"Together Let Us Build This Nation Through
Education"

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Incl.: As stated

Reference: None

Allotment: 1--(D.O. 50-97)

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

PUPILS
PRIZES or AWARDS
SEARCH

MCDONALD'S MILLENNIUM DREAMERS AWARDS
Guidelines And Mechanics

A. SEARCH PROCEDURE

1. Nomination forms and other information materials shall be distributed to the various schools by a McDonald's representative. Forms may also be secured at the regional, division and district offices of DECS as well as in all McDonald's restaurants starting November 1, 1999.
2. No product purchase is necessary and no entry or nomination fee is required to join the search.
3. The child must be nominated by a third party-adult of credible character who is at least 21 years old. A parent or guardian must sign the nomination to give permission for the child to join.
4. In 150 words or less, the nominee must provide an explanation, in English or Filipino, detailing his/her achievement or contribution to the community.
5. The nominator must explain, in fifty (50) words or less, how nominee's achievement or contribution has made a difference in the community or to the other people in the community.
6. Nominations must be endorsed by the principal of the school where the nominee is enrolled.
7. All nominations forms must be supported by the following duly authenticated documents (with the seal and/or stamp by an authority):
 - 7.1 Certified true copy of the nominee's birth certificate
 - 7.2 The nominee's general weighted average which should be at least 80% or its equivalent from previous grades until his/current grade level
 - 7.3 Documents attesting to the nominee's community and extra-curricular activities
 - 7.4 A passport size photo of the nominee
 - 7.5 Photocopies of valid US Visa and passport (valid until Nov. 2000), if any.

Entries and documents submitted shall become the property of McDonald's Philippines.

- For the sixteen (16) Official Delegates to the Global Children's Summit:
 - Trip for two (delegate must be accompanied by one of his/her parents or legal guardians or duly appointed chaperone or authorized companion) to the Global Children's Summit. **All required travel documents such as valid Philippine Passport and US Visa are the sole responsibility of the delegate and his/her parent/legal guardian as well as authorized companion.**
 - In the event an official delegate is declared ineligible to travel or the required paperwork is not returned by the date designated in the notification letter, the travel package will be forfeited. No cash alternative will be provided.
 - Travel package consisting of:
 - ❑ roundtrip, economy class air travel for two from the local airport nearest the delegates' residence as designated by Sponsors to Orlando, Florida;
 - ❑ 4 days/3 nights accommodations at a *Walt Disney World Resort Hotel* of Sponsor's selection;
 - ❑ Ground transportation between Orlando International Airport and *the Walt Disney World Resort* and to all events for the Celebration while at the *Walt Disney World Resort*;
 - ❑ A length of stay pass including his/her parent/legal guardian or chaperone to the following parks such as: *Magic Kingdom Park, Epcot, Disney-MGM Studio* and Disney's *Animal Kingdom Theme Park*;
 - ❑ Breakfast and lunch during the Celebration;
 - ❑ Evening parties, etc.
 - US\$200 pocket money will be provided each of the delegates

B. SCREENING and JUDGING PROCEDURES

1. The *Millennium Dreamers Secretariat* will review all nominations for compliance with the official program guidelines.

A "qualified" nomination form is one that has been received on or before the deadline for submission, is legible, and has been fully and properly completed by all required parties. The essay portions of the nomination form must be accomplished by the appropriate individual (the nominee and the nominator) and include the proper word counts as indicated in the program guidelines. The required documents must also be complete.

2. Nominations that do not meet the requirements specified in the program guidelines will be disqualified.
3. Each qualified nomination will be reviewed by multiple judges who will assign scores according to the criteria.
4. Two thousand (2,000) children will be recognized as Millennium Dreamers. Out of which, sixteen (16) awardees with the highest scores and who are eligible to travel to the US will be declared official delegates to the Global Children's Summit.

C. CRITERIA FOR JUDGING

1. The following criteria shall be used to determine the awardees:

- ✗ Essay provided by the nominee
 - Creativity of the achievement – defined as the use of talent and/or original thought and/or resourcefulness towards a specific achievement - 0-50 pts.
 - Inspirational value of the achievement – defined as how well the achievement may have motivated others to pursue their dreams - 0 - 25 pts.
- ✗ Endorsement provided by the school principal
 - Overall impact of the achievement – defined as how the achievement has helped or positively impacted the community in general or other people in the community - 0 - 25 pts.

D. AWARDS

- For the 2,000 Filipino Millennium Dreamers:
 - a Certificate of Merit signed by Mr. Jack Greenberg, Chairman and Chief Executive Officer of McDonald's Corporation and Mr. Michael Eisner, Chairman and Chief Executive Officer of The Walt Disney Company.
 - One thousand pesos (P1,00.00) savings deposit in his/her name