DEPARTMENT OF EDUCATION
Region X- Northern Mindanao
**Division of Misamis Oriental**
Del Pilar – Velez Sts., Cagayan de Oro City
website: www.depedmosor.net
Contact Nos. (08822)724615, (088)8564454

MEMORANDUM TO: PRINCIPAL

1. Tagoloan Central School
2. Vicente N. Chavez Memorial Central School
3. Lagonglong Central School
4. Salay Central School
5. Binuangan Central School
6. Sugbongcogon Central School
7. Balingoan Central School
8. Talisayan Central School
9. Medina Central School

FROM: **CHERRY MAE L. LIMBACO, Ph.D., CESO V**
Schools Division Superintendent

DATE: **May 17, 2017**

SUBJECT: **GATAS FOR BREAKFAST SCHOOL ACTIVATION PROGRAM FOR SY 2017 -2018**

Alaska Milk Corporation, through its School Coordinator, Ms Reziel E. Into is requesting permission to extend their **"Gatas for Breakfast School Activation Program for SY 2017 – 2018"** in your school. This is a nutrition drive to encourage children to take healthy breakfast every day.

Attached are the documents of the different activities on how the program works.

This office allows the conduct of the said activity as long as it is conducted no longer than 30 minutes after flag raising ceremony or during recess time so as not to disrupt classes.

For information and guidance.

VCS

Doz VIPs

ALASKA
ALASKA MILK CORPORATION

Republic of the Philippines
Department of Education
Division of Cagayan de Oro City

DIVISION OF MISAMIS ORIENTAL
DepED
RECEIVED
DATE:
BY:
MAY 08 2017

May 08, 2017

**Cherry Mae L. Limbaco, Ph D CESO V**
Schools Division Superintedent
Department of Misamis Oriental
Cagayan de Oro City

Greetings of Prosperity and Goodwill!

Alaska Milk Corporation, the leading milk company in the country, endeavors to bring affordable nutrition across different life stages to every Filipino home for over 40 years. It is committed in providing nutrition to Filipino households, ensuring high quality standards in its products and promoting outdoors sports as part of healthy lifestyle.

In this connection, we would like to seek your permission to extend our mission to elementary schools in Region X Division of Cagayan de Oro City through our **Gatas for Breakfast School Activation Program for SY 2017-2018.** It is a nutrition drive that encourages children to take a healthy breakfast every day. Our activities will include wrapper collection in which the schools will be classified by level through the total population. Each level of school will be entitled for exciting prizes provided if the school will hit the desired points.

Attached herein are documents on how does it work. Should you have any queries contact me on my mobile **0997-684-7952** number or via email ***Rezielinto@gmail.com***

Sincerely,

Reziel E. Into
School Coordinator
Alaska Milk Corporation

ALASKA MILK CORPORATION

List of Schools:

| |
|---|
| **Tagoloan Central School- Tagoloan, Misamis Oriental** |
| **Vicente N. Chavez Memorial Central School- Villanueva, Misamis Oriental** |
| **Lagonglong Central School- Lagonglong, Misamis Oriental** |
| **Salay Central School- Salay, Misamis Oriental** |
| **Binuangan Central School- Binuangan, Misamis Oriental** |
| **Sugbong Cogon Central School- Sugbong Cogon, Misamis Oriental** |
| **Balingoan Central School- Balingoan, Misamis Oriental** |
| **Talisayan Central School- Talisayan, Misamis Oriental** |
| **Medina Central School- Medina, Misamis Oriental** |

ALASKA MILK CORPORATION

# OBJECTIVES

## Primary:

- To implement the Gatas for Breakfast (G4B) School Activation top 380 schools in 19 distributor sites nationwide

## Secondary:

- To help create demand for APMD, ACPMD, SNACK PACK, RTD, through wrapper collection and prize redemption activities
- To complement and further strengthen the G4B executions done above-the-line and in-store
- To help promote health consciousness among school children by driving the importance of the combination of proper nutrition and exercise / physical activity

ALASKA MILK CORPORATION

# *ALASKA GATAS FOR BREAKFAST CAMPAIGN FOR SY 2017-2018*

*ACTIVITIES*

*Gatas for Breakfast Campaign Kick Off*

*June 2017*

***Gatas for Breakfast Campaign*** includes a 30- minute fun-filled program with different activities for the students. The program will take place after the school's flag ceremony so it will not disrupt the class schedule.

The activities are as follows:

***DANCERCISE or DANCE EXERCISE***
At the beginning of the program, students will be warmed up by a dance exercise to the tune of Alaska Gatas for Breakfast Jingle. The students will follow unique and easy dance steps performed by our Dancercise leader on stage.

***STORYTELLING***
To educate our schoolchildren on the importance of a healthy breakfast in a fun way, we will have a short storytelling activity. Creative visuals will be used to capture the attention of and entertain the students.

Wrapper Collection
June 2017- March 2018

To encourage the students to drink milk as part of their healthy breakfast, we will have voluntary wrapper redemption. Those students who are drinking Alaska Milk may bring their empty Alaska wrappers to school.

In exchange of the wrappers collected, the school will be given a complete Sports package which will help improve the school's sports program and encourage more students to engage in sports.

The wrapper collection will serve as the school's collective fund raising activity.

Parol Making
December 2017

By the month of December, we'll invite schools to participate in a Parol Making Contest wherein they will utilize the Alaska wrappers they have collected to create beautiful lanterns.
A Christmas Party Package will be awarded to the school that has the most beautiful Christmas Parol.

This activity encourages our students to drink more milk and at the same time showcase their creativity and resourcefulness. This is also a fun-filled activity that promotes camaraderie among the students and teachers.

TIMELINES OF THE CAMPAIGN
The Gatas for Breakfast Campaign will run throughout the school year 2017-2018

Duration of the wrapper redemption: 10 months

Activities:

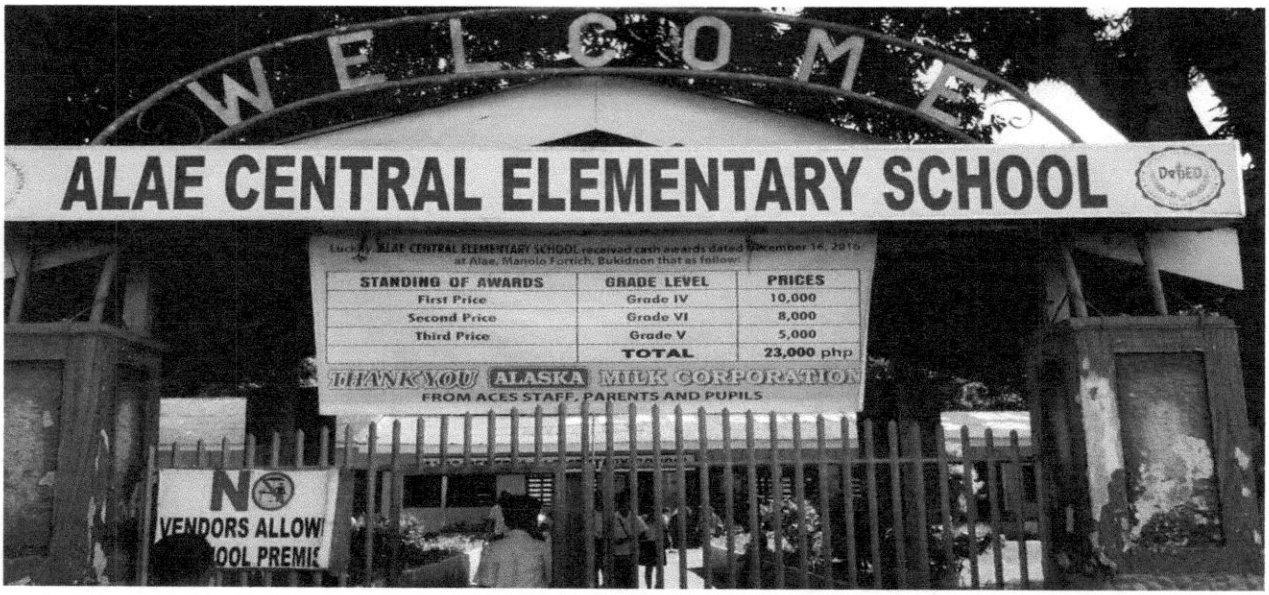
JUNE - Kick-off event of the Gatas for Breakfast Campaign

JULY- Nutrition Month Breakfast Campaign

OCTOBER-DECEMBER- Alaska Christmas Parol-Making Contest

JANUARY-FEBRUARY- Sports Campaign

MARCH- Awarding of Sports Package




## Blue Eagles Medical Students @ Busco ES

*By: Rojim A. Miranda*
Teacher I – Busco Elementary School

Medical students from Ateneo de Manila University in the persons of Mika Angela C. Sareno and Dorothy L. Bullecer had their info drive on schistosomiasis yesterday. They educated the teachers, parents and pupils ages 9 to 12 on the causes of schistosomiasis. But the primary reason why they visited the school is to conduct their study. They would like to test whether the medicines given to pupils annually were effective considering the increasing number of pupils with schistosomiasis not only in the school but within the barangay. With their study, children and adults not only in our school but in the entire barangay would benefit. Indeed, the 2-hour activity in the school was a successful one.

## WONDER POWER OF ALASKA MILK

BY: MARILOU A. ELLEVERA
Teacher III
Alae Central Elementary School

It's a second year experience that was true and real story of ALAE CENTRAL ELEMENTARY SCHOOL with the Supervisor Roland L. Aligsao, Ph.D; School Principal II Carina P. Salagantin; All Teachers, Parents, and Pupils were helping hand-in-hand in collecting ALASKA wrappers for the school year 2016.

Just a matter of collecting ALASKA wease wrapper we recycled them just to earned points out of it. With the effort and support of everybody wrappers we took and granted the opportunity of ALASKA MILK CORPORATION PROGRAM on PAROL MAKING CONTEST under the school activities School Year 2016-2017. With the theme "TIKMAN NIYO NA RIN ANG SARAP NG ALASKA".

Luckily, ALAE CENTRAL ELEMENTARY SCHOOL received cash awards dated December 16,2016 at Alae, Manolo Fortich, Bukidnon that as follow:

| STANDING OF AWARDS | GRADE LEVEL | GRADE LEVEL |
|---|---|---|
| First prize | Grade IV | Grade IV |
| Second prize | Grade VI | Grade VI |
| Third prize | Grade V | Grade V |
| | TOTAL | TOTAL |

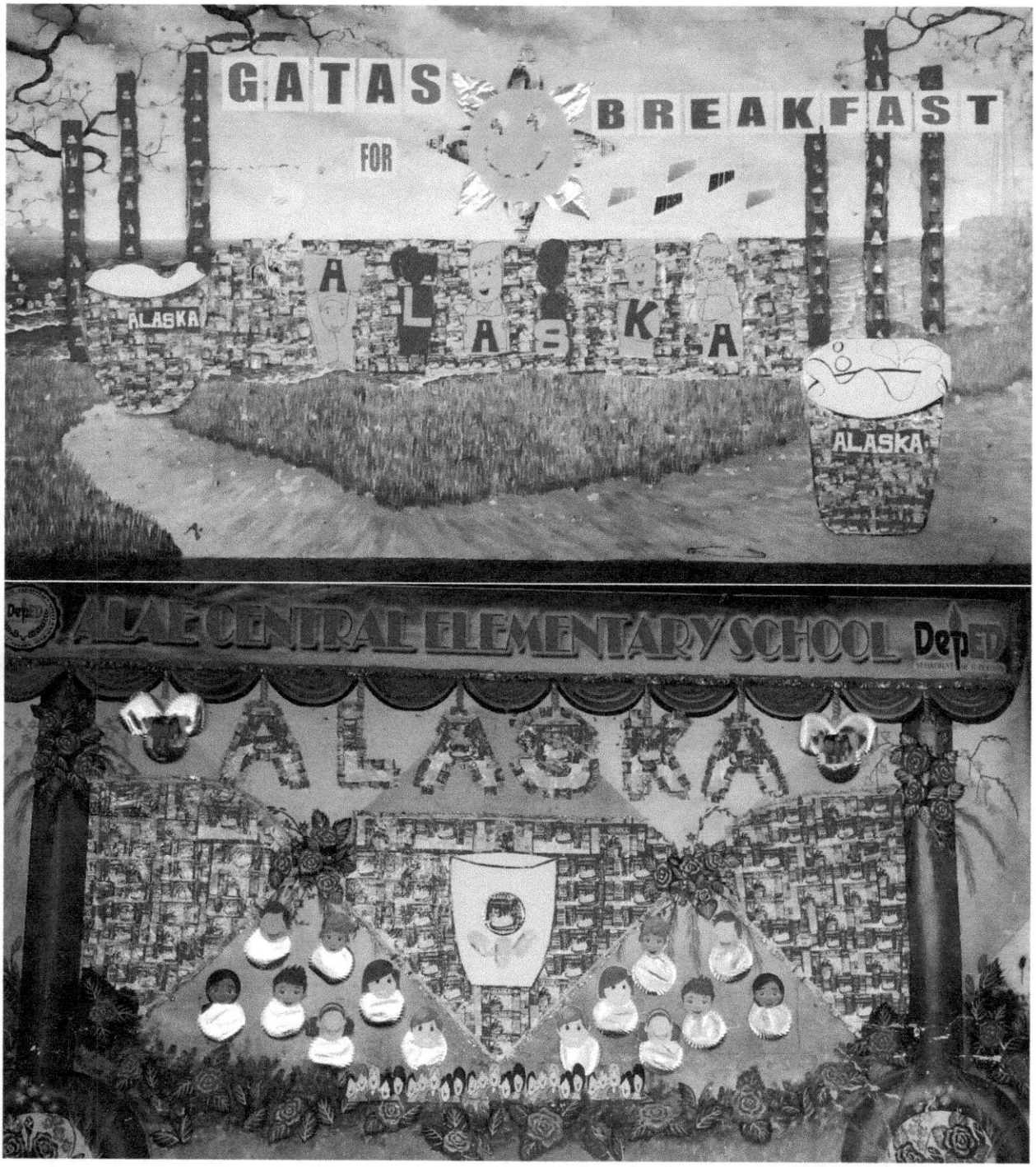
We extended our heartfelt thanks to the ALASKA MILK CORPORATION STAFF as to: Reziel E. Into, School Coordinator I; Jhuana Nae E. Villaver,

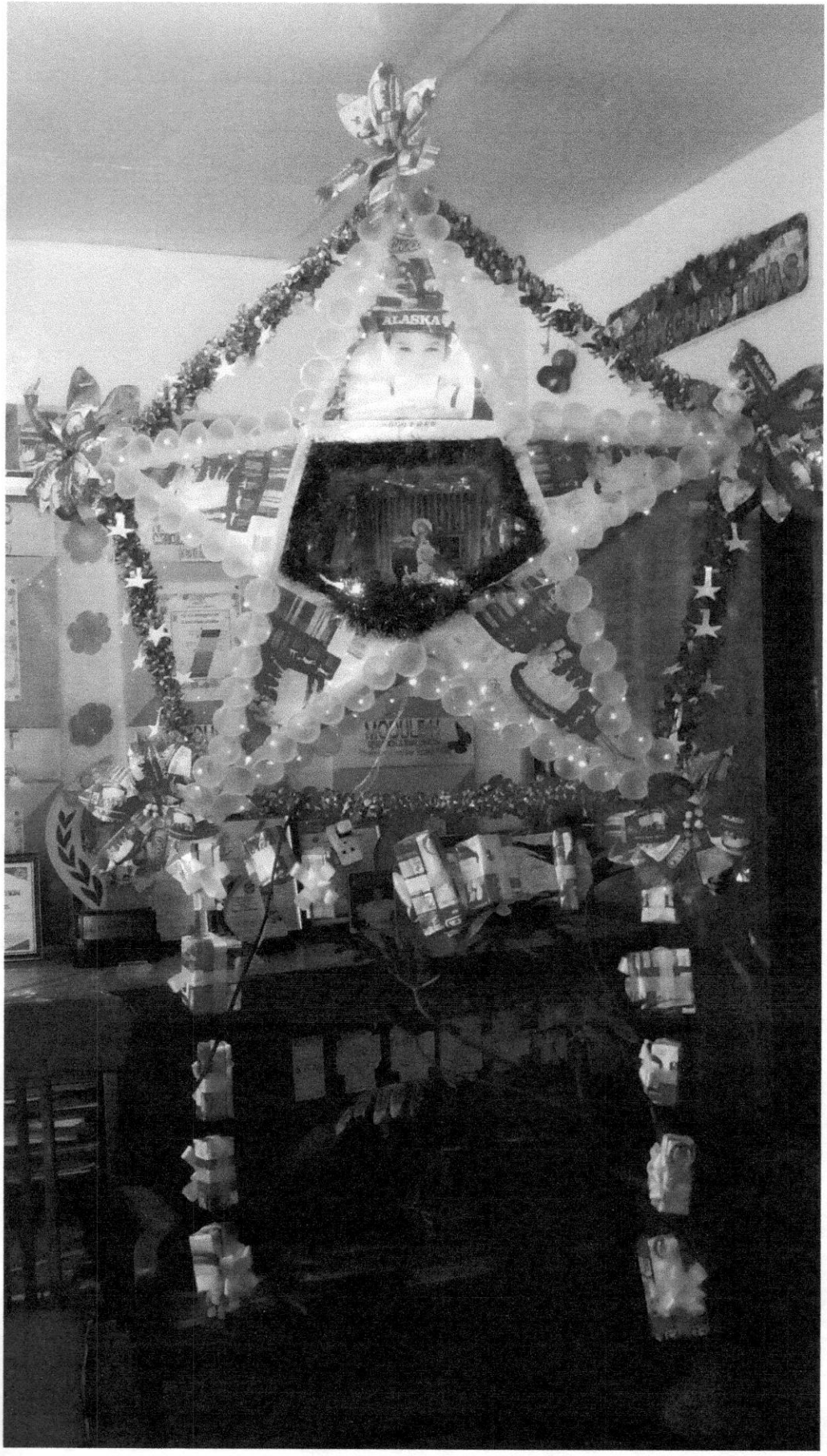
School Coordinator II; Jocelyn R. Aguilar, DSS-NVM; Philip P. Ostrea

Operation Manager- NVM and Mario Agan, DS-Alaska Milk Corporation and to ALASKA MILK CORPORATION for the untiring support to our school.

Hoping that this is not just the end but beginning support program of ALASKA MILK CORPORATION that will not be forgotten forever.

THANK YOU VERY MUCH.


GATAS
FOR
BREAKFAST
ALASKA
ALASKA
ALASKA
ALAE CENTRAL ELEMENTARY SCHOOL
DepED
ALASKA


ALASKA

SCHOOL BASED INSET NEEDS ASSESSMENT
& IN-SERVICE TRAINING (INSET)
PROVINCE OF
BUGO CENTABLONES
& AGUSANES