



Republic of the Philippines
Department of Education

OPE - 215424

MAY 11 2012

DepEd MEMORANDUM
No. **85**, s. 2012

WEAR A SMILE CAMPAIGN AND SEARCH FOR THE HAPPIEST PINOY

To: Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools
All Others Concerned

1. To start the school year in high spirits, all school personnel are encouraged to be *in a positive disposition and to wear a smile* when they report for the opening of classes on June 4, 2012 and on the days that follow. In line with this **Wear a Smile Campaign**, the Cebuana Lhuillier Insurance Solutions (CLIS) in partnership with the Department of Education (DepEd) through the Communications Unit (Com Unit) will conduct the **Search for the Happiest Pinoy** on the following dates:

Date	Level
June 4-8, 2012	School Level
June 11-15, 2012	Division Level
June 18-22, 2012	Regional Level

2. The Campaign aims to put schools in a cheerful atmosphere and at the same time influence the pupils and students to look forward to good days in their classes.

3. The Search is open to all Filipinos of legal age and of good moral character, who reside in any parts of the country, and groups of organizations registered by the Securities and Exchange Commission (SEC). The guidelines and contest mechanics are contained in Enclosure No. 1. There will be two (2) slots for the top ten (10) finalists allotted for the happiest teacher and student.

4. School heads (SHs) shall have primary responsibility in helping ensure the success of the campaign. Likewise, the regional directors (RDs), schools division/city superintendents (SDSs) and supervisors shall carry out the campaign in their respective offices and monitor its conduct and schools in their respective areas.

5. The nomination form contained in Enclosure No. 2 may also be downloaded through website address: www.happiest-pinoy.com. The accomplished nomination form shall be submitted to the CLIS Head Office at 821 A. Spring corner J.P. Rizal Streets, Makati City on or before **July 15, 2012**.

6. For more information, concerned individuals and organizations who will nominate may contact any of the following:

The Cebuana Lhuillier

Ground Floor, Cebuana Lhuillier Building
821 A. Spring corner J.P. Rizal Streets, Makati City
Telephone No.: (02) 890-3760
Mobile Phone No.: 0922-843-5441
Website Addresses: www.clis.com.ph

The Communications Unit

Office of the Secretary
Department of Education
DepEd Central Office
DepEd Complex, Meralco Avenue, Pasig City
Telephone Nos.: (02) 631-6033; (02) 633-2120

7. Immediate dissemination of this Memorandum is desired.


BR. ARMIN A. LUISTRO FSC
Secretary

Encl.:

As stated

Reference:

DepEd Advisory: No. 141, s. 2012

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

CAMPAIGN
SEARCH
SCHOOLS
STUDENTS
TEACHERS

Madel: Campaign Happiest Pinoy
1239-May 8, 2012



Sa CLIS, mas Masaya ang buhay!

CLIS is a member of the Lhuillier Group of Companies, a leading financial services provider in the Philippines.

www.clis.com.ph

“The Search for Happiest Pinoy 2012”

Guidelines and Mechanics

I. Nomination to the Search

1. Any Filipino of legal age, good moral character and residing in the Philippines may be nominated.
2. Any Filipino of legal age, group or organization registered by the *Securities and Exchange Commission* (SEC) may nominate.
3. Nominations are accepted from October 21, 2011 to July 15, 2012.

II. Submission of Nominees

1. Secure on-line nomination forms and upload entries to www.happiest-pinoy.com.
2. Send accomplished forms to Cebuana Lhuillier Insurance Solutions (CLIS) Head Office, 821 A. Spring corner J.P. Rizal Streets, Makati City.

III. Criteria for Judging

1. A constantly cheerful face and optimistic outlook.
2. Proven ability to rise above life's challenges.
3. Positive impact in the lives of others.

IV. Selection Process

1. A Screening Committee composed of PJ Lhuillier Group Officers/Managers will shortlist nominees from all Regions in the country.
2. The entries of **Top 20 Semi-Finalists** will be forwarded to the Board of Judges who will select and interview the **Top 10 Finalists**.
3. The names of Top 10 Finalists will be announced in the *Philippine Daily Inquirer* and *BusinessMirror* until the “**Happiest Pinoy**” is named by the Board of Judges.

V. **Contest Prizes – All cash prizes are tax-free :**

1. “Happiest Pinoy” Winner- P 250,000.00 + Trophy
2. Nine (9) Runners-Up : P 25,000.00 each + Trophy

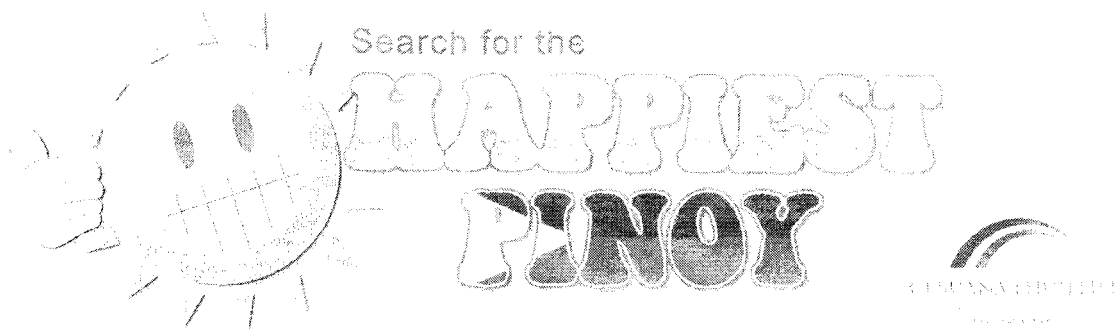
VI. **Board of Judges (in alphabetical order)**

1. Ms Carmencita T. Abella, *President/CEO*, Ramon Magsaysay Award Foundation (RMAF)
2. Bro Armin Luistro, FSC, *Secretary*, Department of Education (DepED)
3. Mr Jose Miguel G. Jimenez, *Chief Administrative Officer*, PJLI Group of Companies (PJLI)
4. Mr Winston Maxino, *2010 Happiest Pinoy*
5. Mr Efren Penaflorida, *2009 CNN Hero of the Year*
6. Dr Leticia Ramos-Shahani, *President*, Brahma Kumaris Foundation Philippines, former Senator/Ambassador
7. Ms Mel C. Tiangco, *Chief Operating Officer*, GMA 7 Kapuso Foundation, Inc.
8. Dr Bernardo Villegas, *Senior Vice President*, University of the Asia and the Pacific (UA&P)
9. Mr Miguel Zubiri, Director, Philippine National Red Cross, *former Senator*

VII. **Announcement of Winners**

The **Top 10 Finalists** will be presented to the media and “**Happiest Pinoy**” will be announced during a Gala Dinner on September 25, 2012 at the Grand Ballroom , Shangri-la Makati with President Noynoy Aquino and Vice President Jejomar Binay (for confirmation).

The decision of the Board of the Judges is final.



NOMINATION FORM

Nominee's Name:

Date of Application:

Surname Given Name Middle Initial

Home Address:

Residence No. Street/Barangay Town/City Province Zip Code

Date of Birth:

Age:

Civil Status:

Telephone/Mobile:

Personal E-mail Address (if any):

Highest educational attainment (if any):

Profession (if any):

1. Describe the life story of the nominee (not more than 50 sentences).
(Ikwento ang life story ng nominee na hindi dapat hihigit sa 50 sentences).
2. Describe the exemplary traits/character of the nominee.
(Ilarawan ang bukod-tanging ugali o katangian ng iyong nominee.)
3. What makes the nominee constantly cheerful and optimistic?
(Papaano mo nasabing masayahin at optimistic o may positibong papanaw ang nominee?)
4. What events in the nominee's life demonstrated his/her resilience and inner strength?
(Anong mga pangyayari sa buhay ng nominee ang nagpakita ng lakas at tibay ng loob?)
5. How did the nominee positively impact the lives of those around him/her?
(Paano napabuti ng nominee and buhay ng mga tao sa paligid niya?)

Please use additional papers in answering the above, if necessary, and include not more than 10 pages of supporting documents (photos, citations, news articles, certificates, recommendation letters, etc).

(Maaari kayong gumamit ng mga karagdagang papel sa pagsagot ng mga tanong. Hindi dapat hihigit sa 10 pahina ng supporting documents – photos, citations, news articles, certificates, recommendation letters, etc.

References (at least 3 persons):

NAME

ADDRESS

CONTACT NUMBER

Nominator:

Signature:

Age:

Address:

Telephone/Mobile:

Personal E-mail Address (if any):