



Republic of the Philippines
Department of Education

05 AUG 2013

DepEd MEMORANDUM
No. **143**, s. 2013

ASEAN WEEK CELEBRATION

To: Bureau Directors
Directors of Services, Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools
All Others Concerned

1. Pursuant to Presidential Proclamation No. 1008 dated May 21, 2007, August 7 to 13 of every year has been declared as **ASEAN Week**. For this year's celebration, the Department of Foreign Affairs (DFA)-ASEAN will commemorate the Association's 46th Founding Anniversary on August 7, 2013, which will be highlighted by the following activities:

a. **Awarding Ceremony for the Winners of the ASEAN Painting Competition**

The winners will be announced on August 7, 2013. They will receive the following prizes:

1. First Place - P 50,000.00
2. Second Place - P 35,000.00
3. Third Place - P 25,000.00

Subsequent exhibits featuring the 12 finalists of the Contest will be held on the following dates and venues:

Date	Venue
September 1-30, 2013	EDSA Shangri-La Plaza Mall Ortigas Center
October 1-30, 2013	Main Gallery/Lobby Cultural Center of the Philippines (CCP)
November 2013	Philippine Information Agency (PIA)

b. **Reception for the 46th ASEAN Day Celebration**

This will be hosted by the DFA-ASEAN at the Old Senate Session Hall of the National Museum on August 7, 2013 at 6:00 p.m.

2. In support of the celebration, all government agencies are enjoined to initiate and implement programs and activities to help generate awareness and public support in observance of the ASEAN Week in various offices, schools, universities, local government units, and business establishments.

3. Activities, such as essay writing contest, showing of ASEAN video clips in school campuses and DepEd offices, hoisting of ASEAN flags, and other initiatives, may be carried out. The conduct of these activities should be in uniformity with relevant policies and should be of minimal or no expense at all. Enclosed is the list of activities for the celebration.

4. The ASEAN Community 2015 video clip may be accessed through DepEd's Facebook account: www.facebook.com/deped.philippines and Twitter account: [deped_ph twitter](https://twitter.com/deped_ph). A copy of the said video will also be sent to the regions through email by the Communications Unit.

5. Immediate dissemination of this Memorandum is desired.



BR. ARMIN A. LUISTRO FSC
Secretary

Encl.:

As stated

Reference:

DepEd Memorandum No. 131, s. 2013

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

BUREAUS & OFFICES
CELEBRATIONS & FESTIVALS
CONTESTS
SCHOOLS

SMA, DM ASEAN Week Celebration
0680-July 19/22/25/August 1, 2013

46th Founding Anniversary of ASEAN
ASEAN-Philippines

ACTIVITY	DATE/TIME	VENUE	REMARKS
ASEAN-Philippines Painting Contest	Submission of Entries: on or before 10 July 2013		Announcement of Winners and Awarding Ceremony: 07 August 2013, ASEAN Night
Exhibition	1-30 September 2013 1-30 October 2013	Edsa Shangri-La Plaza Mall Ortigas Center Cultural Center of the Philippines (CCP) - Main Gallery/Lobby	In partnership with the Edsa Shangri-La Plaza Mall, the Cultural Center of the Philippines (CCP), and the Philippine Agency (PIA)
Nationwide and Worldwide Flag Raising Ceremony	07 August 2013	Philippine Agency (PIA) Government Agencies and Philippine Foreign Service Posts	
ASEAN Day Reception (By Invitation Only)	07 August 2013 6:00 p.m.	Old Senate Session Hall, National Museum (Old Congress Building)	In partnership with the National Museum
"Laro't Saya" Kite Flying and Workshop Activities	04: 11: 18 and 25 August 2013 5:00 a.m. – 9:00 a.m.	Rizal Park	In partnership with the ASEAN Kite Council-Philippines and the Philippine Commission (PSC)
Workshop on Project Proposal Writing for ASEAN – Information Sector	14-16 August 2013	Philippine Agency (PIA)	In partnership with the Philippine Agency (PIA)
"Life and Culture: The ASEAN Way" Art Exhibit, Cultural Presentations and Bazaar	15-17 August 2013 3:00 p.m.	Mabini Hall, Lyceum of the Philippines University	In partnership with the Lyceum of the Philippines University (LPU) and the LPU UNESCO Club
ASEAN Cultural Awareness Programs (Puppet Shows and Dance Workshop)	17, 24, 31 August 2013	Museo Pambata, Roxas Blvd., Pasay City	In partnership with the Museo Pambata.

			Philippine Information Agency (PIA) and the National Commission for Culture and the Arts (NCCA)
"One with ASEAN": The Thomasean Community Celebration of the 45 th ASEAN Founding Anniversary	20 August 2013 (TBC) Time: TBD	University of Sto. Tomas Campus: Plaza Mayor	In partnership with the Asian Studies Society, University of Sto. Tomas (UST)
Launching of ASEAN Centre for Biodiversity (ACB) Publications and Opening of ASEAN Heritage Parks Exhibit	22 August 2013 Time: 4:00 p.m.	Gonzalo Hall/UP Main Lobby, UP-Diliman	In partnership with the ASEAN Centre for Biodiversity and the University of the Philippines (UP) - Diliman
Launching and Regular Airing of "An Album of ASEAN Songs"	Date/Time: TBD	A. Harana ng Puso - "Youth Talk" (DWBR FM - 104.3 MHz) B. Good Morning Boss - guesting of Ms. Cathy Go (PTV)	In partnership with the Philippine Broadcast Service (PBS)
Study Visit to Mt. Kianglad, Bukidnon, ASEAN Heritage Park	1-4 October 2013	Mt. Kianglad, Bukidnon, ASEAN Heritage Park	In partnership with the ASEAN Centre for Biodiversity (ACB) and GMA Network (GMA 7)
Born To Be Wild TV Series: Focus on Mt. Kianglad	November 2013	GMA 7	
Nationwide Workshop on ASEAN Community Building	TBD	TBD	In partnership with DFA's Regional Consular Offices (RCO)
Launching of "We Are Many But One" TV Plugs (part of Lyceum of the Philippines University's (LPU) LPU UNESCO Club program)	TBD	Aired over PTV4	In partnership with the People's Television (PTV) Network
40 th Commemorative Anniversary of ASEAN-Japan Relations			
Film Screenings	TBD	TBD	In partnership with the National Commission for Culture and the Arts (NCCA) and the Cultural Center of the Philippines (CCP)

<p>Lecture-Forum: Role of Youth in ASEAN Community Building</p>	<p>12 September 2013 2:00 p.m.</p>	<p>Mini Theater, University of Makati</p>	<p>In partnership with the National Youth Commission (NYC) and the Ship for Southeast Asian Youth Program (SSYEAP) Philippines, Inc., the Ten Accomplished Youth Awards (TAYO) Recipients, and the University of Makati!</p>
<p>Text Blasts of ASEAN Messages E-Messages posted on E-Billboards</p>	<p>Facilitated by the Philippine Information Agency (PIA)</p>		