



Republic of the Philippines
Department of Education



Tanggapan ng Pangalawang Kalihim
Office of the Undersecretary
Regional Operations

Direct line: 633-7203
Fax: 631-8492
Trunkline: 632-1361 to 71 loc. 2313
Email address: rcbacani@deped.gov.ph.

DepED MEMORANDUM

No. 356s. 2008

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ENDORISING THE MOVIE "AY AYENG"

To : Bureau Directors
Regional Directors/ARMM Secretary
Directors of Services/Centers and Heads of Units
Schools Division/City Superintendents
Heads, Public and Private Secondary Schools

1. "Ay-Ayeng" is a digital movie produced by the Aloha Pearl Film Productions, a new independent film outfit. It conveys important messages related to education in general and, more specifically, on the nobility of the teaching profession.
2. This movie emphatically points out that education is the key to a bright future. The story revolves around the life of a tribal maiden Ayeng who wades her life against all odds to pursue her dream to become a teacher in order to teach the poor children in her native village. The movie displays and inspires patriotism and nationalism.
3. It is in this light that the Department of Education is endorsing this movie to high school students to urge them to give emphasis to their education as the best means to a brighter tomorrow. Moreover the movie encourages high school students to consider teaching as a career option because the teaching profession provides opportunities for improving the lives of poor children. "Ay-Ayeng" was granted a PG-13 rating by the MTRCB.
4. For immediate and wide dissemination.


RAMON C. BACANI
Undersecretary

Reference: None

Allotment: 1—(D.O. 50-97)

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

EDUCATIONAL SHOW

SCHOOLS

STUDENTS