



JAN 26 2011

DepEd MEMORANDUM  
No. **22** , s. 2011

**VIEWING OF THE ADVOCACY FILM, PINOY SCOUTS**

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. In line with the goal of basic education to provide schoolchildren with the skills, knowledge and values needed for them to become caring, self-reliant, productive and patriotic citizens, the Department of Education (DepEd), in cooperation with the Boy Scouts of the Philippines (BSP) and Exogain Production, endorses the viewing of the advocacy film, **Pinoy Scouts** to public and private elementary and secondary schools nationwide.

2. The film seeks to achieve the following objectives:

- a. increase Scouting awareness among the youth and inspire them with the values on volunteerism, genuine service, good citizenship and care for the environment which are epitomized by the Boy Scouts;
- b. increase the membership of the BSP;
- c. highlight the importance of Scouting and the environment to the individual and the society as a whole;
- d. provide public information on why parents should support Scouting and how they and their children can join and become Scouts; and,
- e. contribute to international Scouting awareness by exhibiting the film in different festivals abroad.

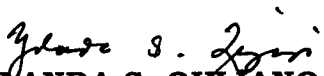
3. The film features Sam Concepcion, DepEd-CSCA Youth Spokesperson as the lead actor, together with several real-life and outstanding Boy Scouts. It was produced in consultation with the BSP to ensure authenticity and accuracy.

4. For more information and coordination, please contact Mr. Mario P. de Leon, Marketing and Distribution Manager, Exogain Production at mobile phone nos.: 0917-8385145, 0920-9547857 and 0932-7285510 or landline nos.: (02)



871-6592 and (02) 425-9429 or email address: **sales@exogain.com**; or Mr. Jose Rizal C. Pangilinan, Secretary-General, Boy Scouts of the Philippines at telephone nos.: (02) 528-0555, (02) 527-8318-19 and email address: **bsp@scouts.org.ph**.

5. Immediate dissemination of this Memorandum is desired.

  
**YOLANDA S. QUIJANO**  
Undersecretary  
Officer-in-Charge

Reference:  
None

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

PUPILS  
SCOUTING  
SCHOOLS  
STUDENTS

R-sgc/mcr/DM-Pinoy Scouts  
01-14-11/01-24-11