



Republic of the Philippines  
**Department of Education**

**DEC 05 2012**

DepEd MEMORANDUM  
No. **217**, s. 2012

**TEN MOVES! RUN FOR 10**

To: Undersecretaries  
Assistant Secretaries  
Bureau Directors  
Regional Directors  
Schools Division/City Superintendents  
Heads, Public and Private Secondary Schools  
All Others Concerned

1. The Ayala Foundation, Inc, (AFI), together with the Ninoy and Cory Aquino Foundation (NCAF), in partnership with various sectors and the Department of Education (DepEd), invite concerned individuals and organizations to join the **Ten Moves! Run for 10** on January 13, 2013, Sunday, around the Ayala Triangle Gardens, Makati City. This run with the theme, *The More You Run, The More Classrooms You Build*, will have 2.5 kilometer (km), 5 km and 10 km categories. Provincial runs will also be held simultaneously in Butuan, Cagayan de Oro, Cebu, Dipolog, Dumaguete, Legaspi, Pampanga, Tarlac, Zamboanga, and Zamboanga-Sibugay.
2. This simultaneous fun run activity aims to donate its proceeds for the benefit of the *TEN Moves!*, a public fundraising campaign to help build 10,000 classrooms in public schools nationwide.
3. Launched in October 2011, the *TEN Moves!* is a project of the *Bayanihang Pampaaralan* initiative, developed by the *57-75 Education Reform Movement* in response to this Department's appeal to the private sector to help address the classroom backlog, estimated at 66,800.
4. The *TEN Moves!* is being represented by the League of Corporate Foundations (LCFs), Philippine Business for Social Progress (PBSP) and the Philippine Business for Education (PBE), which are calling for the combined support of corporations, organizations, and individuals toward the attainment of a common goal for the benefit of thousands of Filipino pupils and students. This campaign calls for at least two million Filipinos to donate ten pesos a day for ten months (a total of P 3,000.00 per individual).
5. Other interested and concerned corporations, organizations, and individuals who wish to join this activity/project may contact **Mr. Mario A. Deriquito**, Senior Director, AFI at telephone no.: (02) 752-1061 or through email address: [deriquito.ma@ayalafoundation.org](mailto:deriquito.ma@ayalafoundation.org) or visit the website: [www.tenmoves.org](http://www.tenmoves.org).
6. Immediate dissemination of this Memorandum is desired.

  
**BR. ARMIN A. LUISTRO FSC**  
Secretary

Reference:

N o n e

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

CAMPAIGN  
PROJECT  
SCHOOL BUILDINGS  
SCHOOLS

JOBM DMTenMovesRunfor10  
1792, December 3, 2012