



Republic of the Philippines  
**Department of Education**


23 JAN 2017

DepEd MEMORANDUM  
No. **10**, s. 2017

**SCHOOL YEAR 2016-2017 MY BRIGHT SMILE GLOBAL CALENDAR ART  
CONTEST OF THE BRIGHT SMILES, BRIGHT FUTURES**

To: Undersecretaries  
Assistant Secretaries  
Bureau and Service Directors  
Regional Directors  
Schools Division Superintendents  
Public Elementary School Heads  
All Others Concerned

1. The Department of Education (DepEd), through the Bureau of Learner Support Services–School Health Division (BLSS–SHD), joins the Colgate-Palmolive Philippines Inc. (CPPI) in its goal to promote self-esteem and oral health awareness among school children aged 6-9 years old through the **School Year 2016-2017 Bright Smile, Bright Futures Global Art Contest** which will run from January 16 to May 29, 2017.
2. The Contest is open to Grades 1 to 3 pupils from all public elementary schools nationwide.
3. Three winners at each grade level will be selected from the entries submitted by the regional offices during the conduct of the national level contest. All schools and pupil-winners will be awarded prizes and certificates as listed in the enclosure. Prizes for the pupil-winners will be given in the form of checks under their names, and will be delivered to their respective schools division offices. Only the national winners' artworks will be included in the Global Art Contest in New York City, United States of America.
4. The following are enclosed for ready reference:
  - a. Enclosure No. 1 – Entry Form;
  - b. Enclosure No. 2 – Parent Consent Form;
  - c. Enclosure No. 3 – Table of Prizes; and
  - d. Enclosure No. 4 – Contest Rules and Regulations.
5. For more information, interested applicants may contact **Ms. Belinda C. Beltran**, Health Education and Promotion Officer II, Bureau of Learner Support Services–School Health Division (BLSS–SHD), 3<sup>rd</sup> Floor, Mabini Building, Department of Education (DepEd) Central Office, DepEd Complex, Meralco Avenue, Pasig City at telephone no. (02) 632-9935 or through email address: [blss.shd@deped.gov.ph](mailto:blss.shd@deped.gov.ph).
6. Immediate dissemination of this Memorandum is desired.

  
**LEONOR MAGTOLIS BRIONES**  
Secretary

Encls.:

As stated

Reference:

DepEd Memorandum No. 9, s. 2016

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

CONTEST  
HEALTH EDUCATION  
PUPILS  
SCHOOLS

R-MCR/SMMA DM-2017 My Bright Smile Global Calendar Art Contest  
0019/January 9/17, 2017



**COLGATE BRIGHT SMILES, BRIGHT FUTURES®  
SY 2016-2017 "My Bright Smile™" Global Calendar Art Contest**

Mail this form, along with the artwork,  
to the Department of Education, Bureau of Learner Support Services-School Health Division, Meralco Ave., Pasig City  
Important: Entry form and artwork MUST be postmarked on or before deadline

**\*Student Name**

**\*Address**

  
City  
Postal Code

**\*School**

  
Name  
Address  
  
City  
Postal Code  
Telephone

**\*Parent/guardian**

**School telephone number (include area code)**

**Home telephone number(include area code)**

**\*Teacher's name**

  
Teacher's email

**\*Student's age**

**\*Student's class year**

**Principal's name**

**\*English Translation (if needed)**

**Community/school district health coordinator**

Please note: neither Colgate-Palmolive nor any of its promotion and/or fulfillment agencies assisting Colgate-Palmolive with the Global Art Contest will use the information provided herein in any manner other than as described herein.

**\*Indicates required information**

**Parent's Agreement:**

On behalf of the above listed child, I agree to Colgate-Palmolive Company's to use his/her attached art for advertising, publicity or display including print, video or electronic/computer means. I understand that the attached art will become sole property of Colgate and will not be returned.

If my child should win, I agree to submit a photograph of my child to Colgate-Palmolive Company within 10 days of notification along with a completed " Winner's Biographical information form." I understand that this photograph, along with brief biographical information from the international distribution and/or advertising, publicity, or display including print, video, or electronic computer means.

**Parent/Guardian Signature**

Date



**COLGATE BRIGHT SMILES, BRIGHT FUTURES<sup>®</sup>  
SY 2016-2017 "My Bright Smile<sup>™</sup>" Global Calendar Art  
Contest**

**PARENTAL CONSENT FORM**

On behalf of my child, I agree to Colgate-Palmolive Company's use of his/her artwork for advertising, publicity, or display including print, video, or electronic/computer means. I agree to submit a photograph of my child to Colgate-Palmolive Company by the date requested. I understand that the artwork will be sole property of Colgate and will not be returned.

I agree to submit a photograph of my child to Colgate-Palmolive Company within 10 days notification along with a completed "Winner's Biographical Information Form." I understand that this photograph, along with brief biological information from the "Winner's Biographical Information Form," may be used on the Global Calendar for international distribution and/or for advertising, publicity, or display including print, video, or electronic/computer/on-line media.

Child's Name: \_\_\_\_\_

Parent or Guardian Signature: \_\_\_\_\_

Parent or Guardian Phone Number: \_\_\_\_\_

Date: \_\_\_\_\_

**PRIZES FOR THE PHILIPPINE AND GLOBAL WINNERS**

Prizes			
Components	Details	Qty.	Cash Prize
School	Global	1	PhP 10,000 to defray cost of six brushing trough
	Honorable	1	PhP 7,500 to defray cost of four brushing trough
Student	Global	1	PhP 20,000
	Honorable	1	PhP 15,000
Grade 1 School			
	1st Prize Philippine Winner	1	PhP 5,000 to defray cost of three brushing trough
	2nd Prize Philippine Winner	1	PhP 4,000 to defray cost of two brushing trough
	3rd Prize Philippine Winner	1	PhP 3,000 to defray cost of one brushing trough
Grade 1 Student			
	1st Prize Philippine Winner	1	PhP 6,500
	2nd Prize Philippine Winner	1	PhP 5,500
	3rd Prize Philippine Winner	1	PhP 4,500
Grade 2 School			
	1st Prize Philippine Winner	1	PhP 5,000 to defray cost of three brushing trough
	2nd Prize Philippine Winner	1	PhP 4,000 to defray cost of two brushing trough
	3rd Prize Philippine Winner	1	PhP 3,000 to defray cost of one brushing trough
Grade 2 Student			
	1st Prize Philippine Winner	1	PhP 6,500
	2nd Prize Philippine Winner	1	PhP 5,500
	3rd Prize Philippine Winner	1	PhP 4,500
Grade 3 School			
	1st Prize Philippine Winner	1	PhP 5,000 to defray cost of three brushing trough
	2nd Prize Philippine Winner	1	PhP 4,000 to defray cost of two brushing trough
	3rd Prize Philippine Winner	1	PhP 3,000 to defray cost of one brushing trough
Grade 3 Student			
	1st Prize Philippine Winner	1	PhP 6,500
	2nd Prize Philippine Winner	1	PhP 5,500
	3rd Prize Philippine Winner	1	PhP 4,500

## **Rules and Regulations**

### **SY 2016-2017 Bright Smiles, Bright Futures' Global Art Poster Making Contest**

**Theme: "Healthy Teeth, a Factor to Academic Excellence"**

#### **Who may enter?**

The contest is open to public school children ages 6-9 at time of entry. Employees of Colgate-Palmolive Company and their promotion and/or fulfillment agencies and immediate family members of these employees are not eligible.

#### **Must artwork be original?**

Yes. Artwork must be original, created by the student without assistance from others. Artwork cannot be copied or traced from a book or other material. Photos and computer-generated graphics will be disqualified.

It is encouraged that at least 2 photos of the student while doing the artwork be enclosed in the entry upon submission to the division, regional and national levels.

#### **What type/ medium of art entry is acceptable?**

Black and white or color artwork depicting the theme "**Healthy Teeth, a Factor to Academic Excellence**" may be submitted including line drawings, and artwork using crayon, paint, regular or colored pencil, acrylic pastel, magic markers, ink or any combination.

#### **How should the entries be submitted?**

Each entry must include a completed entry form with 2x2 ID picture and be submitted to the Division Office. The division office shall identify winning entries per grade level to be submitted to the Regional Office. The Regional Office will judge the received entries entry per grade level to compete for the National Level contest.

The entry form may be photocopied. Entries should be mailed flat or in mailing tubes to the Department of Education, Bureau of Learner Support Services-School Health Division, Meralco Avenue, Pasig City no later than May 29, 2017. Colgate-Palmolive Company is not responsible for lost, late or misdirected mail.

#### **What size should the entry be?**

Entries should be a minimum of 8 1/2 x 11 inches and cannot exceed 11 x 17 inches.

#### **Will entries be returned?**

No. Entries become sole property of Colgate-Palmolive Company and will not be returned.

**How will the entries be judged?**

Entries will be judged on originality, creativity, imagination, and best rendering of the theme “**Healthy Teeth, A Factor to Academic Excellence**”.

Colgate-Palmolive and Department of Education will choose 9 winners. The artwork of these winners will be submitted to the Global Judging for final selection of the 12 global winners to be featured on the Global Calendar.

Decisions of the judges are final.

**How will the winners be notified?**

Philippine Winners will be notified by the 3rd week of June  
Global winners will be notified via mail by 2<sup>nd</sup> week of September

If the pupil should win, he/she should agree to submit a photograph to Colgate-Palmolive Company within 10 days of notification along with a completed “Winner’s Biographical information form”.

**What are the requirements to enter?**

By completing the entry form, entrants agree to the reproduction, use, display and exhibition of their artwork in the Global Calendar and traveling exhibit. Entrants also agree to use their name, photograph or likeness and personal information in advertising, promotional and publicity materials and the final calendar for global distribution.

**What is the timetable?**

Entry deadline	:	May 29, 2017
Philippine Winners notified	:	June 19, 2017
Global winners notified	:	September 18, 2017

**Any question?**

For more information about the contest, contact Colgate Bright Smiles, Bright Futures, Public Health/Digital Manager, Mr. Diomar Escat at: (02) 8027943 or Department of Education, BLSS-School Health Division, Health Education and Promotion Officer II, Belinda C. Beltran at (02) 632 9935.