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In compliance with DepEd Order No. 8, s. 2013
this Advisory is issued for the information of DepEd officials,
personnel/staff, as well as the concerned public.

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MILO® EVENTS FOR SCHOOL YEAR (SY) 2013-2014

The Nestle Philippines, Inc., maker of Milo® will conduct the following major events for School Year (SY) 2013-2014:

1. Milo® Enerjam School Tour (MEST)

This is an activity involving students ages seven years old and above, particularly those in Grades 2 to 6. It involves a mini-exercise program that aims to engage elementary pupils into developing a habit of exercising everyday as part of their journey in living a healthy lifestyle. The MEST will bring teams led by exercise instructors to thousands of elementary schools nationwide to educate the pupils on the benefits of everyday exercise and inform them how drinking Milo® everyday can give them the winning energy to help them achieve their dreams. The Milo® aims to bring the event to both public and private schools nationwide for School Year (SY) 2013-2014.

2. Milo® Summer Sports Clinics (MSSC)

This is a sports program for kids that teach the basics and fundamentals of ten popular sports namely, badminton, chess, football, gymnastics, karatedo, lawn tennis, swimming, table tennis, taekwondo and volleyball. Its objective is to provide a healthy summer experience full of fun and excitement while kids learn to develop essential values in life. A team of credible coaches from Manila will conduct the training in 50 key cities all over the country during the summer months of April and May.

3. National Milo® Marathon (NMM)

This was established in 1974 with only 747 runners. In partnership with the Philippine Olympic Committee (POC), it is considered as an integral part of the country's amateur sports development.

Now on its 37th year, the NMM will be running the elimination races in 17 cities nationwide with one national finals race in Metro Manila. There will be four categories for the regional elimination races (3K, 5K, 10K and 21K) and five (3K, 5K, 10K, 21K and 42K) categories for the Manila elimination and national finals. The NMM will kick-off in Puerto Princesa, Palawan on June 30 and will culminate on December 8, 2013 for the National Finals.

The NMM started an advocacy two years ago, that aims to help give thousands of shoes to underprivileged school children all over the country. Together with the runners, the NMM has now donated over 24,200 shoes to more than 200 schools nationwide. For 2013, the NMM aims to inspire 10,000 more kids through the "Help Give Shoes" campaign.

4. Milo® Little Olympics

This is an inter-school competition for elementary pupils and high school students. It is composed of four regional competitions specifically in Lingayen for Luzon, Marikina for National Capital Region (NCR), Cebu for Visayas and Cagayan de Oro for Mindanao. A total of 22,000 student-athletes have competed year-on-year. And for the fourth straight year, the Milo will hold its national finals where champions from each region will have a chance to compete to each other with a "mini-Olympic" feel as manifested by a grand opening and closing ceremonies. This year, the Milo® Little Olympics National Finals will be held in Metro Manila on October 25-27, 2013.

More information may be inquired from:

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