



Republic of the Philippines  
**Department of Education**

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04 DEC 2014

DepEd MEMORANDUM  
No. **137**, s. 2014

**WEAR A SMILE CAMPAIGN AND SEARCH FOR THE HAPPIEST PINOY**

To: Bureau Directors  
Directors of Services, Centers and Heads of Units  
Regional Directors  
Schools Division Superintendents  
Heads, Public and Private Elementary and Secondary Schools  
All Others Concerned

1. To start the New Year with optimism and a renewed sense of fulfillment in teaching, all school personnel are encouraged to be in a positive disposition and to wear a smile when they report to their respective classes. This joy, which is exuded in their everyday disposition in teaching, creates a conducive environment for learning, which will develop the passions of the students. In line with this **Wear a Smile Campaign**, the Department of Education (DepEd), supports the Cebuana Lhullier in its **Search for the Happiest Pinoy**.
2. The Campaign aims to put schools in a cheerful atmosphere and at the same time influence students to look forward to good days in their classes.
3. The Search for the Happiest *Pinoy* is open to all Filipinos of legal age and of good moral character. The guidelines and contest mechanics are contained in Enclosure No. 1. For this year's Search, a special prize of P 25,000.00 for the Happiest Student will be given away. Students are, however, not limited to that award and is eligible also to vie for the grand prize of P 1,000,000.00 as well as with the teachers.
4. The school heads shall have the primary responsibility in helping ensure the success of the campaign. Likewise, the regional directors, schools division superintendents and supervisors shall carry out the campaign in their respective offices and monitor its conduct in schools in their respective areas.
5. The nomination form contained in Enclosure No. 2 may be downloaded from website address: [www.happiest-pinoy.com](http://www.happiest-pinoy.com). The accomplished form will be submitted not later than **March 31, 2015** to the Search for the Happiest *Pinoy* Secretariat either through email at [happiestpinoy@pjlhullier.com](mailto:happiestpinoy@pjlhullier.com) or mailing address: PJ Lhullier Group of Companies, 2/F Annex 2 PJI Corporate Center, 1782 N. Garcia corner Candelaria Sts., Makati City 1209.

6. For more information, concerned individuals and organizations may contact any of the following:

- **Mr. Isaac Galang**

Cebuana Lhullier

2/F PJI Corporate Center – Annex II

1782 N. Garcia corner Candelaria Streets, Makati City

Telephone No.: (02) 895-1777 local 1718

Mobile Phone No.: 0906-452-1946

Email Address: [ivgalang@pjlhullier.com](mailto:ivgalang@pjlhullier.com)

- **The Special Events Unit**

Office of the Undersecretary for Partnerships and External Linkages

Department of Education Central Office (DepEd CO)

5/F Bonifacio Building, DepEd Complex

Meralco Avenue, Pasig City

Telephone Nos.: (02) 637-5834; (02) 637-5832

Email Address: [osec\\_seu@yahoo.com](mailto:osec_seu@yahoo.com)

7. Immediate dissemination of this Memorandum is desired.



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

Encls.:

As stated

Reference:

DepEd Memorandum: No. 85, s. 2012

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

CAMPAIGN

PUPILS

SCHOOLS

SEARCH

STUDENTS

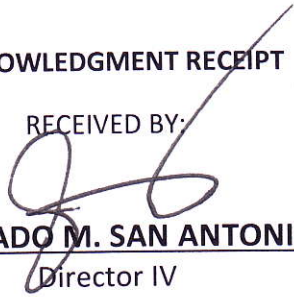
Wear A Smile Campaign and Search for the Happiest Pinoy

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**ACKNOWLEDGMENT RECEIPT**

RECEIVED BY:



**DIOSDADO M. SAN ANTONIO**  
Director IV

\_\_\_\_\_  
Schools Division Superintendent  
Division of: \_\_\_\_\_

\_\_\_\_\_  
District Supervisor  
District of: \_\_\_\_\_

**RECEIVED AND DISSEMINATED BY:**

\_\_\_\_\_  
School Principal  
\_\_\_\_\_  
Name of School  
District: \_\_\_\_\_  
Division of: \_\_\_\_\_

## **THE NATIONWIDE SEARCH FOR THE HAPPIEST PINOY Search Mechanics**

### **I. Nomination to the Search**

**WHO CAN BE NOMINATED:** Any Filipino, 18 years old and above, with good moral character.

**WHO CAN NOMINATE:** Filipino, 18 years old and above.

**DEADLINE:** Nominations can be submitted from **October 24, 2014** until **March 31, 2015**.

### **II. Submission of Entries**

You can get the nomination form through the following ways:

1. Download the nomination form from [www.happiest-pinoyn.com](http://www.happiest-pinoyn.com).
2. Get the nomination forms in any of Cebuana Lhuillier's more than 1,700 branches nationwide.

To submit your nominations, you may:

1. Mail the accomplished form together with the supporting documents to:

**SEARCH FOR THE HAPPIEST PINOY SECRETARIAT**  
PJ Lhuillier Group of Companies Inc.  
2/f Annex 2, PJI Corporate Centre,  
1782 N. Garcia cor. Candelaria Sts.,  
Makati City 1209

2. Send the accomplished nomination form (scanned copy) together with the supporting documents (scanned copies) to [happiest-pinoyn@pjlhuillier.com](mailto:happiest-pinoyn@pjlhuillier.com)

### **III. Criteria for Judging/ Qualifications of Nominee**

1. A positive outlook in life.
2. Proven ability to rise above life's challenges.
3. A positive impact in the lives of others.

#### **IV. Selection Process**

1. A Screening Committee composed of PJ Lhuillier Group Officers and Managers will shortlist the nominees to determine the Top 20 Semi-Finalists.
2. The Top 20 Semi-Finalists will be forwarded to the Board of Judges who will select the Top 10 Finalists.
3. The Top 10 Finalists will each undergo a panel interview with the Board of Judges. After the interviews, the Board will deliberate and, from among the 10, they will select the 2015 Happiest Pinoy.

#### **V. Special Awards**

From among the Top 10 Finalists, two (2) special awards will be given out:

- Happiest Student Award
- Happiest Overseas Filipino Worker (OFW) Award.

#### **VI. Contest Prizes – All cash prizes are tax-free:**

1. Happiest Pinoy Grand Winner - P 1,000,000.00
2. Nine (9) runners-up: P 50,000.00 each
3. Special Awards: P 25,000.00 each

#### **VII. Announcement of Winners**

The Happiest Pinoy winners will be announced in June 2015.

The decision of the Board of Judges/Selection Committee is final and non-appealable.



# NOMINATION FORM

Nominee's Name:    Date of Application:

Surname                  Given Name                  Middle Name

Home Address:

Residence No.                  Street/Barangay                  Town/City                  Province                  Zip Code

Date of Birth:  Age:  Civil Status:

(MM/DD/YYYY)

Telephone/Mobile:  Gender:  E-mail Address:

Highest educational attainment (if any):  Profession (if any):

1. Describe the life story of the nominee (in one page).
  
  
  
  
  
  
  
  
  
  
2. Describe the exemplary traits/character of the nominee
  
  
  
  
  
  
  
  
  
  
3. What makes the nominee constantly cheerful and optimistic?

4. What events in the nominee's life demonstrated his/her resilience and inner strength?

5. How did the nominee positively impact the lives of those around him/her?

*Please use additional sheets of paper in answering the questions above, if necessary, and include not more than 10 pages of supporting documents (photos, citations, news articles, certificates, recommendation letters, etc).*

**References** (at least 3 persons):

NAME	ADDRESS	CONTACT NUMBER

*I hereby certify to the best of my knowledge that all information contained in this form are true and correct.*

**Nominator:**

**Signature:**  **Age:**  **Gender:**

**Address:**

**Telephone/Mobile:**  **E-mail Address (if any):**