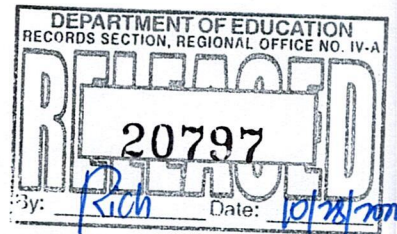




Republic of the Philippines
Department of Education
REGION IV-A CALABARZON



24 October 2022

Regional Memorandum

No. 700 s. 2022

**DISTRIBUTION OF DONATED CEELIN SYRUP- ASCORBIC
ACID TO DEPED REGION IV-A DIVISION OFFICES**

To **Schools Division Superintendents**

1. This Office received donations of Ceelin 100MG 60ML Syrup from **UNILAB Inc.** a partner Institution of the Department of Education, facilitated for delivery by **YOUTHOPIA Activation Specialist, Inc.**
2. UNILAB Incorporated in support to the Back-to-School Program of the Department initiated the donation of their product across the various Regions through their program **Pangakong Proteksyon: Immunity for all Kids.**
3. Everyone is enjoined to maximize the effectiveness of the donated Vitamins through immediate and systematic distribution considering that the product will expire on **February 2023**, the allocation list per Division is attached as Annex -A.
4. For monitoring purposes, please submit the requested data prior to the scheduled pick-up of the items thru this link: **<https://bit.ly/3DzDmc1>**
5. Please advise Division Partnership Focal Persons through the Division SGOD Chiefs to affect the immediate pick- up of the donated items at the Regional Office upon compliance of Item No. 4.
6. Should there be further concerns, please email at Education Support Services Division thru: essd.calabarzon@deped.gov.ph and Mr. Bernardo C. Pascual thru mobile number 0927 073 1535.
7. Immediate dissemination of this Memorandum is desired.

ATTY. ALBERTO T. ESCOBARTE, CESO II
Regional Director

cc: essd/bcp



Address: Gate 2, Karangalan Village, Cainta, Rizal
Telephone Nos.: 02-8682-5773/8684-4914/8647-7487
Email Address: region4a@deped.gov.ph
Website: depedcalabarzon.ph

ESSD-RM-2022-700





September 15, 2022

Mr. Bernardo C. Pascual
Project Development Officer IV, DepEd
Region IV-A

Dear Mr. Bernardo,

GREETINGS!

Our company, YOUTHOPIA ACTIVATION SPECIALIST INC. is one of the leading youth marketing agencies in the country today. Leading multi-national and local companies such as Procter & Gamble Philippines, UNILAB Inc, Alaska Milk Corporation and Abbott Laboratories rely on us to provide distinct value to their brands by implementing relevant educational programs in thousands of schools nationwide.

This year, students are gearing up to go back to school after two years of online schooling. Without a fret, we know they will be **100% READY!** Why? Because Ceelin Plus and Nutroplex got their backs! Ceelin Plus has both Vitamin C and Zinc which helps boost immune system and Nutroplex has nutro-talino booster for quick thinking – both the guardians and the schools' partners in giving the **PANGAKONG PROTEKSYON: IMMUNITY FOR ALL KIDS**, as they slowly ease their way back into now normal schooling.

This school year we are bringing in UNILAB Inc's BACK TO SCHOOL PROGRAM with Ceelin Plus & Nutroplex School Tour. It serves to educate public and private elementary school students on the importance of a healthy immune system as protection against COVID-19. The program targets to reach around 10,000 schools in selected cities nationwide.

Activation Components are for **Vitamin Drops** – distribution of Ceelin Plus and/or Nutroplex Vitamins to selected schools. Distribution will be through your office. We are targeting minimum of 500 students per school. We will also be asking for your help in proposing the schools who will be receiving the Nutroplex/Ceelin Products. **Target Date of sending the products to your Central Office is end of September 2022.** We will also be sharing an AVP by one of our trusted pediatrician lecture tips on how to be safe from COVID as students go back to face to face classes.

It is on this note that we are requesting for your help in supporting this program by endorsing us to public and private schools in Region IV-A with atleast 500 students (Grade 4-6) per school for the distribution of Ceelin Plus and/or Nutroplex Products.


We will be needing your assistance for the following:

- List of Nominated Public and Private Schools
- Coordinators per school
- Number of students per school (grades 4- 6)
- Number of teachers (grades 4 – 6)

Discussion of distribution execution and objectives and sending of AVP video to schools will be supervised by our local coordinators.

We are looking forward to your support on this endeavor, and thank you very much for all the support!

Sincerely yours,


Warren Dela Cruz
Senior Account Manager
Youthopia Activation Specialist Inc.

Annex A.

Allocation List of Donated Ceelin 100MG 60ML Syrup

DIVISION	Number of Boxes
Antipolo City	61
Bacoor City	61
Batangas	84
Batangas City	61
Binan City	61
Cabuyao City	61
Calamba	61
Cavite	84
Cavite City	61
Dasmarinas City	61
Imus City	61
GenTrias City	61
Laguna	84
Lipa City	61
Lucena City	61
Quezon	84
Rizal	84
San Pablo City	61
San Pedro City	61
Sta. Rosa City	61
Sto. Tomas City	61
Tayabas City	61
Tanuan City	61