

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



ESSD-RM-2025-611

Regional Memorandum


No.611 s.2025

13 August 2025

**SUPERKID LEVEL UP FUN ADVENTURES WITH
CALCHEESE CAMPAIGN**

To **Schools Division Superintendents**

1. In partnership with Redscope Communication Inc., this Office, through the Education Support Services Division, supports the SuperKID Level Up Fun Adventures with CalCheese campaign that will start from August 4 to September 19, 2025.
2. The above-mentioned campaign aimed at meeting the following objectives:
 - a. Encourage waste segregation, recycling, and reduced single-use packaging through active participation and community collaboration.
 - b. Motivate involvement with meaningful incentives and cultivate enduring habits of environmental responsibility among learners.
3. The campaign will include 21 schools from Region IV-A. The proposed schools are listed in Annex A. The campaign mechanics and prizes for winning schools are attached in Annex B. Furthermore, the letter is enclosed for reference.
4. In the view of the foregoing, the support and guidance, as well as the designation of coordination to liaise with target schools, are respectfully requested to ensure the smooth implementation of the campaign.
5. Compliance to this activity shall be in accordance with the Department's policies, particularly the No Disruption of Classes Policy, No Collection Policy, and Time-on-Task Policy.
6. For inquiries, please get in touch with Ms. Anna Enriquez, Senior Project Manager of Redscope at 09171346688 or annaenriquez@redscope.com.ph, or Mr. Ramil G. Ginete, Project Development Officer IV at the email address essd.calabarzon@deped.gov.ph.
7. Immediate dissemination of this Memorandum is desired.


ATTY. ALBERTO T. ESCOBARTE, CESO II
Regional Director

03/ROE2



Address: Gate 2, Karangalan Village, Cainta, Rizal
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Website: depedcalabarzon.ph



Certificate No. PHP QMS
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Annex A
List of Target Schools (Tier 1)

No.	School Name	Division	District	Population
1	GB Lontok Integrated School	Region 4-A	Lipa City	3,981
2	Bagong Buhay Elementary School	Region 4-A	Cavite	4,666
3	Bulihan Sites & Services Project Elementary School	Region 4-A	Cavite	3,911
4	Felipe Calderon Elementary School	Region 4-A	Cavite	3,852
5	Trece Martires Elementary School	Region 4-A	Cavite	3,547
6	JRMS Central School	Region 4-A	Calamba City	3,500
7	Langgam Elementary School	Region 4-A	San Pedro City	3,753
8	Dita Elementary School	Region 4-A	Santa Rosa City	4,000
9	Pulo Elementary School	Region 4-A	Cabuyao City	3,690

List of Target Schools (Tier 2)

No.	School Name	Region	Division	Population
1	Pansol Integrated School	Region 4-A	Batangas	2,544
2	Padre Garcia Integrated School	Region 4-A	Batangas	3,146
3	Sta Rita Elementary School	Region 4-A	Batangas City	1,823
4	Dalipit Elementary School	Region 4-A	Batangas City	2,645
5	Pasong Kawayan 2 Elementary School	Region 4-A	General Trias City	3,257
6	Pagkakaisa Elementary School	Region 4-A	Binan City	3,434
7	Binan Central Elementary School	Region 4-A	Binan City	2,552
8	San Ramon Elementary School	Region 4-A	Calamba City	3,000
9	Pacita Complex I Elementary School	Region 4-A	San Pedro City	2,377
10	Southville 3A Elementary School	Region 4-A	San Pedro City	2,371
11	Santa Rosa Elementary School Central I	Region 4-A	Santa Rosa City	2,970
12	Cabuyao Central School	Region 4-A	Cabuyao City	2,831

Tier 1 - Schools with populations of 3,500 learners and above

Tier 2 - Schools with populations of under 3,500 learners

Annex B Campaign Mechanics and Prizes

CAMPAIGN MECHANICS

1. The Pack Collection Drive is a competition among 100 selected elementary schools nationwide.
2. The schools are divided into two tiers—Tier 1 (35 schools with populations 3,500 and above) and Tier 2 (65 schools with populations between 1,000 and 3,500).
3. For each tier, schools will compete who can collect the most CalCheese individual packs/wrappers.
4. For about every two (2) weeks, a collector will visit the schools to collect and count the packs/wrappers accumulated by the schools.
5. Each CalCheese product variant collected corresponds to a different point value. The pointing system is as follows:
 - a. CalCheese 48g - 5 points
 - b. CalCheese 20g - 2 points
 - c. CalCheese 8.5g - 1 point
 - d. CalCheese Choco 48g - 5 points
 - e. CalCheese Choco 20.5g - 2 points
6. After every visit, the collector will have an authorized school representative verify and sign the Pack Collection Form, which indicates the number of packs collected and points accumulated for each CalCheese variant.
7. At the end of the collection duration, the top schools of each tier will be awarded exciting prizes.
8. The list of prizes is also attached as a separate document (Appendix C). The Pack Collection Drive is scheduled from August 4 to September 19, 2025.

PRIZES FOR WINNING SCHOOLS

TIER 1

Packaged Prizes	
Grand Winner	School Activation
1st Runner Up	P50,000.00
2nd Runner Up	P40,000.00
3rd Runner Up	P30,000.00
Consolations (2)	P15,000.00

TIER 2

Packaged Prizes	
Grand Winner	P50,000.00
1st Runner Up	P30,000.00
2nd Runner Up	P20,000.00
3rd Runner Up	P15,000.00
Consolations (2)	P10,000.00

Please note that prizes for this project will be awarded as packaged items and not in the form of cash. Packaged prizes may include one or a combination of the following items:

1. Sports materials and equipment
2. TV monitor
3. Whiteboard

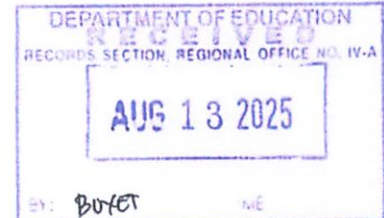
July 28, 2025

ATTY. ALBERTO T. ESCOBARTE, CESO II

Regional Director

Department of Education - Region IV-A

Gate 2 Karangalan Dr, Karangalan Village, Cainta

**Re: SuperKID - Level Up Fun Adventures with CalCheese**

Dear Atty. Escobarte,

Greetings from your social communications partner! In light of the resounding success of SuperKID - Level Up Fun Adventures with CalCheese campaign in the General Metro Manila area, including seven (7) schools in Rizal, from February 24 to April 15, 2025, we are proud to announce the extension of the aforementioned campaign nationwide. The campaign will include **21 schools from Region IV-A**. The list of proposed schools is attached as a separate document (Appendix A). This campaign installment will run from **August 4 to September 19, 2025**. The mechanics (Appendix B) and the prizes for winning schools (Appendix C) are also attached as a separate document.


With this, we would like to request your **support and guidance** for an effective and efficient campaign implementation. We would also like to request designated coordinators who will help us communicate with the target schools and ensure the smooth implementation of the campaign.

As always, please be assured that proper coordination with school principals and coordinators will be observed to ensure that the campaign complements and does not disrupt the learning time of the school learners.

For any questions or concerns, you may reach us at through **Ms. Anna Enriquez – Senior Project Manager (09171346688, annaenriquez@redscope.com.ph)**.

We are hoping for your favorable response. We are excited to work with you towards healthy Filipino youth!

Sincerely,


Sarah C. CoePresident
Redscope Communications, Inc
Dr. Paulyn Jean B. Rosell-UbialChairperson
Former Secretary of Health
Redscope Technical Working Group for
Public Health Program

APPENDIX A
LIST OF TARGET SCHOOLS
TIER 1

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APPENDIX A
 LIST OF TARGET SCHOOLS
 TIER 2

No.	School Name	Region	Division	Population
1	Pansol Integrated School	Region 4-A	Batangas	2,544
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3	Sta Rita Elementary School	Region 4-A	Batangas City	1,823
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Tier 2 - Schools with populations of under 3,500 learners

APPENDIX B OBJECTIVES

1. Environmental Awareness
 - a. Promote waste segregation and recycling habits among students.
 - b. Reduce the amount of single-use packaging that ends up in landfills.
2. Education and Values Formation
 - a. Teach children about the importance of environmental stewardship.
 - b. Instill responsibility and teamwork through collective participation in the campaign.
3. Community and School Engagement
 - a. Foster collaboration between students, teachers, parents, and local communities.
 - b. Strengthen the school's role as an advocate for environmental causes.
 - c. Create fun and interactive activities that promote participation.
4. Rewards and Motivation
 - a. Provide schools with sports and educational equipment that will enhance learning and physical development.
 - b. Motivate participation by offering tangible, useful prizes that benefit the entire school community.
5. Long-Term Impact
 - a. Establish a culture of recycling and waste reduction that extends beyond the campaign period.
 - b. Develop environmentally conscious future citizens.

APPENDIX B CAMPAIGN MECHANICS

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- The Pack Collection Drive is scheduled from August 4 to September 19, 2025.

APPENDIX C
PRIZES FOR WINNING SCHOOLS
TIER 1

Packaged Prizes	
Grand Winner	School Activation
1st Runner Up	₱50,000.00
2nd Runner Up	₱40,000.00
3rd Runner Up	₱30,000.00
Consolations (2)	₱15,000.00

TIER 2

Packaged Prizes	
Grand Winner	₱50,000.00
1st Runner Up	₱30,000.00
2nd Runner Up	₱20,000.00
3rd Runner Up	₱15,000.00
Consolations (2)	₱10,000.00

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