June 27, 2019

MEMORANDUM TO:

OIC- Office of the Assistant Schools Division Superintendent
Chief Education Supervisors, CID and SGOD
Elementary and Secondary School Principals
Officers-in-Charge
Public and Private Schools

43rd NATIONAL MILO MARATHON

Attached is Regional Letter No. 137, s. 2019 dated June 7, 2019 re: 43rd National Milo Marathon for the Manila Qualifying Race on July 28, 2019 at SM Mall of Asia, Pasay City, content of which is self-explanatory, for information and guidance.

Particular attention is invited to paragraph 2 & 3 of the said Regional Letter.

Immediate and wide dissemination of this Memorandum is desired.

JOEL T. TORRECAMPO
Asst. Schools Division Superintendent
Officer-in-Charge
Office of the Schools Division Superintendent
TO: SCHOOLS DIVISION SUPERINTENDENTS

Dear Sirs/Mesdames:

Relative to the Nestlé Philippines 2019 MILO SPORTS PROGRAMS, the 43rd National Milo Marathon for the Manila Qualifying Race will be conducted on July 28, 2019 at SM Mall of Asia, Pasay City. Sports Officials, teachers, students, and other marathon enthusiasts are invited to participate.

Furthermore, Cheer Leading Competition, a side event, will also be held on the same date. The levels of competition are elementary, secondary and college. Each interested school is allowed to field a maximum of 4 teams in the competition. Enlisting shall be on a first come, first served basis. A Letter of Intent should be submitted to the DepEd-NCR Curriculum and Learning Management Division, Misamis St., Bago Bantay, Quezon City at telefax no. 929-4348 local 821 on the date to be agreed on June 14, 2019 in a meeting of MAPEH Supervisors and Division Sports Officers.

School administrators are strongly advised to ensure safety and security of all student participants in both activities. Only those with parent’s consent and who are physically fit shall be allowed to participate in the said activities. Teacher-in-charge at the school level shall secure Parent’s Consent Form (Annex C of DO 66, s. 2017) before anyone is allowed to participate.

Attached is the basic communication for immediate reference.

Very truly yours,

WILFREDO E. CABRAL
Director III
Officer-in-Charge
Office of the Regional Director

REGIONAL LETTER NO. 127 s. 2019
Encls.: As stated
Clnd/gvsantos

Work toward excellence... play to win!
31 May 2019

Dr. Wilfredo Cabral
OIC Regional Director - NCR
Department of Education

ATTE: DR. GENIA V. SANTOS
Chief, Curriculum & Learning Managament Division
DEPED-NCR

Dear Dr. Cabral,

Greetings from MILO and the Nestlé Family!

For over 50 years MILO has been providing generations of Filipino families with cups full of energy-giving nutrients and the classic Chocomaltose flavor that they love. Beyond this commitment, MILO has also become a partner of the Department of Education (DepEd) in BUILDING CHAMPIONS IN LIFE through our ONE CHILD ONE SPORT (OCOS) Program.

In 2014, MILO and DepEd partnered in order to consolidate efforts on DepEd’s and MILO’s existing sports programs under one umbrella campaign that will enable closer collaboration between both. Anchored on our mutual thrust to build a nation of champions, the program seeks to empower, mobilize, and inspire both the youth and their educators through sports and proper nutrition.

This year, we are excited once again to continue to work with DepEd in the conduct of our OCOS partnership. We are eager to continue our involvement in the PALARONG PAMBANSA including its Coaches Refresher Program and the envisioned After School Sports Program.

On our end, we kick-off our key pillar events with the MILO SUMMER SPORTS CLINICS and BARANGAY MILO LIGA this month, followed by the MILO CHAMP CAMP and the NATIONAL MILO MARATHON both happening. It is for this reason that we need to work closely together as we aim to engage 15 million schoolchildren aged 7 and above to become active and healthy champions. It is MILO’s role to inspire, support and involve Filipino children to opportunities where they can be their best and learn the different character forming values like Discipline, Confidence, and Teamwork when they get involved in sports; and it’s DepEd’s ability to teach what they need to learn to become a holistic champion in life. Together we can achieve greater heights.

Thus, allow us to renew our commitment with you to build a strong nation of champions through our line-up of sports programs happening in the coming school year with the full support of the Department of Education’s Regional Office.

**2019 MILO® SPORTS PROGRAMS**

1. MILO Champ Camp

Committed to its objective of encouraging children to lead an active and healthy lifestyle, MILO will continue its grassroots school program in School Year 2019-2020 through the MILO Champ Camp.

In an effort to promote sports and an active lifestyle among grade school students, MILO Champ Camp will be offering to select schools nationwide a one-day sports clinic experience where students will get to learn and enjoy the fundamentals of select sports, aided by MILO sports equipment and event merchandise. The event will also
communicate the benefits of getting into sports and how drinking MILO every day will help give them the winning energy to perform better in school and sports. To complete the experience, all schools will have the prerogative to request for MILO product sampling so all participating students in the event will be given a cold cup of MILO to energize them for the rest of the day.

MILO Champ Camp will be implemented in key areas in NCR, Luzon, Visayas, and Mindanao. Aside from the one-day sports clinic engagement with the students, the event will also be having a session for the students’ parents where the values that their children can learn from sports and the nutritional benefits that one can get from drinking MILO every day will be discussed in a fun and engaging way. MILO Champ Camp will be starting in June 2019.

2. National MILO® Marathon

In 2018, the MILO Marathon will be celebrating its 42nd year since inception. The event continues to encourage Filipinos to get into an active and healthy lifestyle through running. To-date, it is considered a major national sporting event and dubbed as the grandest, most prestigious running competition in the country with over 200,000 participants from all walks of life.

The MILO Marathon will be hosting its qualifying races in ten (10) key cities nationwide with one (1) national finals race in Feb 2020. There will be four categories for the regional races (3K, 5K, 10K and 21K) and five (3K, 5K, 10K, 21K and 42K) categories for the Manila leg and National Finals. We are expecting a total of 150,000 runners where about seventy percent (70%) are students. Please see target calendar below for the National MILO Marathon:

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Urdaneta</td>
<td>14-Jul</td>
<td>7</td>
<td>Iloilo</td>
</tr>
<tr>
<td>2</td>
<td>Pasay – SM MOA</td>
<td>28-Jul</td>
<td>8</td>
<td>General Santos</td>
</tr>
<tr>
<td>3</td>
<td>Subic Bay</td>
<td>4-Aug</td>
<td>9</td>
<td>Davao</td>
</tr>
<tr>
<td>4</td>
<td>Lucena</td>
<td>15-Sep</td>
<td>10</td>
<td>Cagayan De Oro</td>
</tr>
<tr>
<td>5</td>
<td>Batangas</td>
<td>22-Sep</td>
<td>11</td>
<td>Tarlac</td>
</tr>
<tr>
<td>6</td>
<td>Cebu</td>
<td>29-Sept</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please note that the calendar above might still be subject to changes. We will also be continuing our advocacy of supporting select publish schools and student athletes with sports equipment launched in 2010 in the MILO Help Give Shoes Advocacy.

With this, may we kindly seek DEPED-NCR’s support in the following:

1. Helping promote the sports programs to the schools within the NCR region and encourage school participation in the MILO Champ Camp Program (list of schools and calendar to be shared separately) and join the upcoming Manila leg of the MILO Marathon happening on July 28, 2019 at SM Mall of Asia

2. Facilitating the school recruitment for the cheerdance category of the MILO Marathon Manila Leg where the competition is also scheduled on July 28, 2019 at SM Mall of Asia. The program is set to start at 6:00AM. Kindly see attached document for the mechanics. We would also like to request for your assistance in providing 4 judges to determine the winners of the participating cheerdance groups.

For more details, please log-on to www.milo.com.ph or contact Mr. Lester P. Castillo at tel. no.: (02) 898-0001 local 7519 or mobile phone. no.: 0917-808-7560 or through e-mail address: lester.castillo@ph.nestle.com.

Thank you in advance for your commitment and we hope to gain your support once again as we continue to help build champions through the promotion of sports and a healthy, active lifestyle.

Very truly yours,

LESTER P. CASTILLO
AVP - MILO Sports Manager
Lifestyle and Active Beverages Business Unit
Cheer Leading Competition:

There are three divisions: Grade School/Primary School, High School/Secondary School, and College. Each division will have a separate set of winners who will receive cash prizes and plaques as follows:

First Prize: ₱10,000 worth of sports equipment + plaque
Second Prize: ₱7,000 worth of sports equipment + plaque
Third Prize: ₱5,000 worth of sports equipment + plaque
Consolation: ₱3,000 worth of sports equipment + plaque

Each team must have at least a minimum of 25 performers, and a maximum of 50 including props men and spotters. Any excess beyond the maximum number of participants will merit a point deduction equivalent to the total excess number of participants.

Performers must show coordination, spirit, gracefulness, flexibility, and energy while doing their stunts, gymnastics, and dance routine. Grade school and high participants are encouraged to use MILO® jingle and labels as props. College participants are encouraged to use MILO® NUTRI UP labels as props.

The cheer should:

For grade school and high school participants:

a. Boost the pride of the marathon participants
b. Communicate the importance of getting into sports
c. Show how MILO® gives the energy athletes need for sports
d. Should mention that MILO® has been made “more chocomaltee and more nutritious”

For college participants:

a. Boost the pride of the marathon participants
b. Show how MILO® NUTRI UP gives the energy adult athletes need for sports
c. Should mention “UP YOUR GALING with MILO® NUTRI UP”

PARTICIPATION
1. The contest shall be open to a maximum of FOUR (4) teams per division. Only one cheer leading team per school will be allowed to join. The selection shall strictly be on a “first come, first served” basis.

COMPETITION
1. Contest will start at exactly 6:00 AM.

PERFORMANCE
1. Props must be set on the performance floor as quickly as possible. Teams will have 2 minutes to place everything in order.
2. Time limit will be a minimum of three (3) minutes and a maximum of five (5) minutes.
3. Timing will begin with the first organized word, movement, or note of music by the team after they are officially announced and have taken the floor. The routine must begin within the marked performance area. All team members must come to a complete standstill before beginning their routine.

4. Timing will end with the last organized word, movement, or note of music by the team.

5. Teams must exit the performance area within 2 minutes after the routine. An excess of (5) seconds or more will merit a five (5) point deduction on the performance score.

6. Any skill performed before or after the allotted routine time is prohibited and will be penalized with a five (5) point deduction.

7. Pyramid-building and stunts will be allowed up to two levels only and must be performed within the 10 meter x 10 meter safety floor mats. Violation will merit a five (5) point deduction.

8. Filipino & English language is allowed for the cheer.

MUSIC & CHOREOGRAPHY
1. All teams must have their performance music written on a CD/USB. Duplicate CDs/USBs must be available at the music table in case of lost or damaged CDs/USBs.

2. Cued music CDs/USBs must be submitted to the sound system operator during the event proper on or before 5:30 AM. The CDs/USBs must be clearly labeled with the name of the team.

3. A representative of the team is responsible for starting and stopping the music at the appropriate times of the routine.

4. Music with overtly sexual content, racist or vulgar lyrics is prohibited.

5. Choreography with vulgar or suggestive movements is prohibited.

6. Routines must be appropriate for kids viewing and listening.

INTERRUPTION OF PERFORMANCE
1. In the event of an injury, music and/or technical error or any other unexpected event, the head judge and local race organizer reserves the right to stop the routine.

2. The team may perform their routine from the beginning. However, judging and timing will resume from the point at which the interruption occurred as determined by the judges.

SPOTTERS
1. Spotters must be provided by the participating team. These spotters must not be participating members in the routine. These spotters shall wear designated attire.

PERFORMANCE ORDER
1. For the competition, participants will select their performance order through a balloting system. Participating teams must be at the venue before 5:30 AM for the drawing of lots. Late comers will be disqualified from the competition but they can still perform as guests.
Overall Evaluation - 5 points
Points to be aware of: Choreography, Formation, Spacing

Perfection - 5 points
Points to be aware of: Overall perfection

COSTUME = 5 points

PROPS (with MILO® labels / MILO® NUTRI UP labels) = 5 points

SHOWMANSHIP & AUDIENCE IMPACT = 10 points

SCORING DEDUCTIONS

Deduction can be applied between 0.5 and 5.0 points and are applied mainly for the following:

Bobbles (shaky) – stunts and pyramids
Falls - stunts and pyramids
Poor techniques
Shortage of spotters
Disordered formation

Note: Safety, time and out of bounds are not included here.