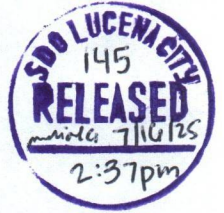




Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON  
**SCHOOLS DIVISION OF LUCENA CITY**



09 Jul 2025

**DIVISION MEMORANDUM**

No. 243, s. 2025


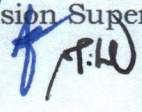
**PARTICIPATION TO THE TIBAY DAY PROGRAM IN SELECTED SCHOOLS**

**TO:** Asst. Schools Division Superintendent  
Chief Education Supervisors – SGOD & CID  
Public Schools District Supervisors  
Public School Heads (Lucena West Elementary School,  
Dalahican Elementary School, Lucena East I Elementary  
School, Isabang Elementary School, Gulang-gulang  
Elementary School)

1. In line with the initiative of the Department of Education and Greatfil Team, Inc. to promote the health and holistic development of school children through proper nutrition and health education, this Office is pleased to announce the invitation to participate in the Tibay Day Program, to be held in selected elementary schools within the division.
2. This program aims to complement the existing milk-feeding and health initiatives of the Department of Education by integrating health education, student engagement, and nutrition into the regular school day without disrupting classes.
3. The implementation of the program is scheduled during Nutrition Month (**July to August 2025**) and shall cover the schools identified in the attached list.
4. The key components of the program include:
  - a. A 10-minute sing-and-dance activity promoting healthy habits.
  - b. Health education sessions conducted by teachers and/or nurses.
  - c. Distribution of Powdered Milk Drink to participating students to encourage regular milk consumption.
5. School heads are requested to extend their support and to coordinate the schedule of activities with Mr. Patricio T. Goc-ong, President of Greatfil Team, Inc., at mobile number 0995-564-0923, to ensure the smooth implementation of the program in their respective schools.



6. Subject to DepEd Order No. 28, s. 2001, which prohibits the commercialization of the Department of Education through endorsements and accreditation of goods and services, all activities and partnerships under this program shall strictly adhere to existing policies to ensure that no undue advantage is given to any private entity and that the best interests of learners remain the primary consideration.
7. Immediate dissemination of this Memorandum is desired.

  
**SUSAN D.L. ORIBIANA**  
Schools Division Superintendent  




**GREATFIL TEAM, INC.**

One Madriñan Suites  
Diliman, Quezon City  
Mobile: 0963-163-5138



30 June 2025

**DR. SUSAN DL ORIBIANA, CESO V**

Schools Division Superintendent

SDO – Lucena City

Lucena West I Elementary School, M.L. Tagarao Street, Ibabang Iyam, Lucena City

Subject: Request for Support and Issuance of Memo for BEAR BRAND Tibay Day Program  
Implementation

Dear Dr. Oribiana,

Greetings in the name of building Matibay children!

It is with great honor that we present to your good office an opportunity to promote health and education among Filipino learners. This year, BEAR BRAND, the country's most trusted powdered milk drink brand, reaffirms its commitment to support the holistic development of children—strengthening both body and mind—through the BEAR BRAND Tibay Day program.

The BEAR BRAND Tibay Day is designed to complement the existing milk-feeding initiatives of the Department of Education. The program integrates health education, student engagement, and nutrition into the regular school day without disrupting classes.

Key components of the program include:

- A 10-minute sing-and-dance activity promoting healthy habits
- Health education sessions conducted by your school's teachers and/or nurses
- Distribution of BEAR BRAND Powdered Milk Drink to participating students to encourage regular milk consumption

The implementation is scheduled during Nutrition Month, from July to August 2025.

Attached is the list of schools within your division that we plan to reach. Should this initiative meet your approval, we respectfully request your assistance in issuing a memorandum to inform and endorse the program to the identified schools.

We sincerely hope for your support as we work together in our shared mission of building Matibay children through proper nutrition and health education.

Thank you very much and we look forward to a positive response.

Respectfully yours,

Patricio L. Gocong

President

Greatfil Team, Inc.

Mobile: 0995-564-0923

Email: [gocongpat@gmail.com](mailto:gocongpat@gmail.com)



**GREATFIL TEAM, INC.**

One Madriñan Suites  
Diliman, Quezon City  
Mobile: 0963-163-5138



**BEAR BRAND Tibay Day**  
List of Schools of Participating Schools  
Schools Division of Lucena City

No.	Name of School	Address
1	Lucena West Elementary School	Ilayang Iyam, Lucena City
2	Dalahican Elementary School	Dalahican, Lucena City
3	Lucena East I Elementary School	Market View, Lucena City
4	Isabang Elementary School	Isabang, Lucena City
5	Gulang-gulang Elementary School	Gulang-gulang, Lucena City