



Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION

REGIONAL MEMORANDUM

ORD-2024- 1137

To : **CARLEEN S. SEDILLA**
Schools Division Superintendent, Quezon City
ALEJANDRO G. IBAÑEZ
Schools Division Superintendent, Taguig-Pateros
All Others Concerned

FROM : **OFFICE OF THE REGIONAL DIRECTOR**

SUBJECT : **SUPERKID WORLD SCHOOL CARAVAN**

DATE : October 28, 2024

1. Attached is letter dated October 24, 2024 of Ms. Sarah C. Coe, President, Redscope Communications, Inc. re: SuperKid World School Caravan at EM's Signal Village Elementary School and Bagong Silangan Elementary School on November 4 and 5, 2024, respectively.
2. In this connection, concerned Divisions are requested to host the various activities. Redscope Communications Inc. representative will coordinate for the program implementation which is a good start for the National Children's Month Celebration this coming November.
3. Immediate dissemination of this Memorandum is desired.

JOCELYN DR ANDAYA
Director IV

Enclosed : as stated

essd/yfd/partnership/glc



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October 24, 2024

JOCELYN DR. ANDAYA

Director IV

Department of Education - NCR

Misamis St., Bago Bantay, Quezon City

Re: *SuperKID - CalCheese Roblox World School Caravan*

Dear Director Andaya,

Greetings! As your social marketing communications agency committed to enriching the lives of the Filipino people, particularly our youth and educators, we are proud to announce the launch of the **SuperKID - CalCheese Roblox World School Caravan**.

This campaign focuses on bringing fun and engaging activities for the learners that will highlight their talents in singing and dancing and challenge their athleticism. The school's covered court will undergo a make-over to host various activities that the learners can enjoy and possibly win prizes from. The campaign will offer the following full-day activities:

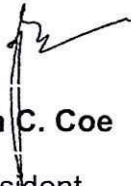
1. **Concert Stage:** A TikTok and videoke challenge where the learners can show off their dancing and singing skills and receive exciting gifts
2. **Basketball Court:** Learners can flaunt their shooting skills for a chance to win prizes
3. **Obstacle Course:** The learners can for a team take on the obstacle course challenge against another team to demonstrate teamwork, camaraderie, strategy, and athleticism
4. **Free CalCheese:** CalCheese (under Green Category) wafers will be available for learners to try
5. **Roblox Area:** Learners can also play and experience the fun and exciting CalCheese Roblox world through the devices available

The campaign will target learners from **EM's Signal Village Elementary School (SDO Taguig) and Bagong Silangan Elementary School (SDO QC)** and visit them on **November 4 and November 5, 2024, respectively**.

With this, we would like to request your **support and guidance for the campaign** to encourage the learners to exhibit their talents and participate in physical activities that are pivotal for their physical, social, and mental well-being. 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. 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 children.

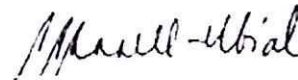
We are hoping for your favorable response. We are excited to work with you towards an educated, motivated, involved, proactive, and most importantly healthy Filipino youth!

Sincerely,



Sarah C. Coe

President
Redscope Communications, Inc



Dr. Paulyn Jean B. Rosell-Ubial

Chairperson
Former Secretary of Health
Redscope Technical Working Group for
Public Health Program