



Republic of the Philippines  
Department of Education  
REGION VI – WESTERN VISAYAS  
**SCHOOLS DIVISION OF AKLAN**

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Division Advisory No. 125, s. 2025  
September 9, 2025

In compliance with D.O No. 08, s. 2013,  
this advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of DepEd SDO Aklan officials, personnel/staff,  
(Visit [www.depedaklan.online](http://www.depedaklan.online))

Attached is the letter from Milo Champ and National Milo Marathon dated September 3, 2025, inviting learners, athletes and enthusiasts to register for the National MILO Marathon Qualifying Race - Kalibo Leg on October 26, 2025.

To register, please contact the person in charge below.

**GLENN PAUL M. ALCEDO, MD**  
Mobile No.: 09338187858/09496950031

CIU



Población, Numancia, Aklan  
Tel/Fax No. (265 3740 | 265 3741 | 265 3743)  
Website: <http://www.depedaklan.org>  
Email Address: [aklan.1958@deped.gov.ph](mailto:aklan.1958@deped.gov.ph)

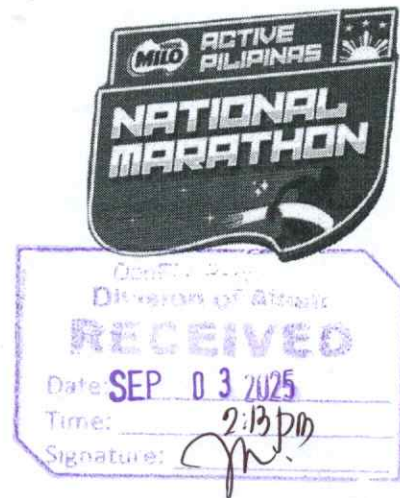
Date: 3 September 2025

**MR. FELICIANO C. BUENAFE JR., CESO VI**  
Schools Division Superintendent (SDS)  
DepEd Aklan

**Attention:**  
**The Athletic / Sports Coordinator**

Dear Sir:

A winning day ahead!



Since 1964, MILO® has been energizing champions and inspiring the country through what is now known as the largest and most prestigious running event in the country: the **National MILO® Marathon**. With MILO® celebrating its 61<sup>st</sup> year in the Philippines, efforts for the **National MILO® Marathon** will be heightened and we anticipate its reach to be wider than ever before.

Open to the public, the **National MILO® Marathon** allows anyone to be a champion. Two winners, crowned MILO® Marathon King and Queen, are granted the privilege to represent the country in top international marathon events.

Now on its 51<sup>st</sup> edition, the **National MILO® Marathon** will be running the qualifying races in twenty-five (25) cities nationwide. There will be five (5) categories (i.e. 3K, 5K Fun Run, 5K Champion Family, 10K, and 21K).

In this light that we would like to invite you to register for the **National MILO® Marathon Qualifying Race** on **26 OCTOBER 2025** at the **KALIBO LEG**.

This race is an exceptional opportunity to get your students into an active lifestyle, raise your school colors and contribute to a bigger cause. It is also an excellent venue where your students can develop teamwork, foster camaraderie, and strengthen "school spirit". The MILO® Marathon has various activities that you can participate in: i.e. the *3-K Run*, the *5-K Run*, the *Biggest School Delegation Contest*, and the *Cheer Dance Competition* (please see attached mechanics).

Our office will be contacting you before long. For questions or inquiries, please feel free to contact us at **09338187858** or **09496950031**. Registration is on a 'FIRST COME, FIRST SERVED' basis so register now! Who knows, you could be this year's school champion. Thank you very much and we look forward to see you at the race.

Yours in sports,

A handwritten signature in black ink, appearing to read "Glenn Paul M. Alcedo", written over a horizontal line.

**GLENN PAUL M. ALCEDO, MD**

Local Organizer

National MILO® Marathon - Kalibo Leg



Republic of the Philippines  
Department of Education  
REGION VI – WESTERN VISAYAS  
**SCHOOLS DIVISION OF AKLAN**

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**Division Advisory No. 088, s. 2025**  
July 14, 2025

In compliance with D.O No. 08, s. 2013,  
this advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of DepEd SDO Aklan officials, personnel/staff,  
(Visit [www.depedaklan.online](http://www.depedaklan.online))

Attached is the Regional Advisory No. 195, s. 2025 regarding the Milo  
Champ and National Milo Marathon on October 26, 2025, in Kalibo, Aklan and  
the National Finals in Iloilo City on December 7, 2025.

The details and overview of the program are attached for reference.

For more inquiries and other information, contact

**MS. GRACE GALUSONG**

Mobile No.: 09177760755

Email Address: [gracegalusong@yahoo.com](mailto:gracegalusong@yahoo.com)

CIU



Población, Numancia, Aklan  
Tel/Fax No. (265 3740 | 265 3741 | 265 3743)  
Website: <http://www.depedaklan.org>  
Email Address: [aklan.1958@deped.gov.ph](mailto:aklan.1958@deped.gov.ph)





Republic of the Philippines  
**Department of Education**  
REGION VI-WESTERN VISAYAS

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Regional Advisory No. 195, s. 2025

June 10, 2025

In compliance with DepEd Order (DO) No. 8, s. 2013  
this advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of Region VI DepEd  
officials and personnel/staff.  
(Visit [region6.deped.gov.ph](http://region6.deped.gov.ph))

**MILO CHAMP CAMP AND NATIONAL MILO® MARATHON**

Attached is a letter from **Kingsley Cena, MILO Consumer Marketing Manager** and **Carlo Sampan, AVP-Head of Milo Sports** dated June 4, 2025 regarding the **Milo Champ Camp** on June 2025 to March 2026 and **National MILO® Marathon** on October 26, 2025 in **Kalibo, Aklan** and the National Finals in **Iloilo City** on **December 7, 2025**.

The details and overview of the program are attached for references.

For more information and verification, contact:

**Ms. GRACE GALUSONG**

Mobile No.: 09177760755

Email Address: [gracegalusong@yahoo.com](mailto:gracegalusong@yahoo.com)

MSB/ESSD-RA/MILO CHAMP CAMP AND NATIONAL MILO MARATHON  
June 16, 2025



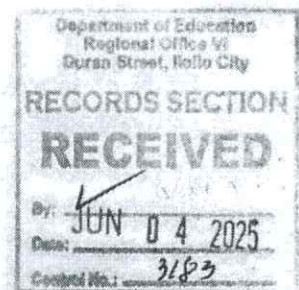
Good food, Good life

Nestlé Philippines, Inc.

31 Plaza Drive, Rockwell Center  
Makati City 1200  
Philippines  
T +63 (2) 8898 0061

June 04, 2025

**DR. CRISTITO A. ECO, CESO III**  
Assistant Regional Director  
Officer In-charge  
Department of Education  
Western Visayas  
Duran, Iloilo City



Dear Dr. Eco,

Greetings in the name of building next generation Champions!

It is with honor to present to your good office a partnership opportunity for health, fitness and physical welfare of Filipino families, including our learners. As MILO celebrates its 60th year in the Philippines, the most trusted name in nutritious drink shares its heritage and success with you as we renew our commitment to build a strong nation of champions and our advocacy of sports and nutrition through our sports program for school year 2024 to 2025 detailed below.

#### 1. MILO Champ Camp

MILO Champ Camp is a program that engages with students through sports modules and nutrition without disrupting classes. Student engagement includes sports module on fundamentals in different sports, developed in partnership with the University of the Philippines College of Human Kinetics. After a 20-minute exercise, students are then given a cold cup of MILO. This program is set to be implemented on June 2025 to March 2026.

#### 2. National MILO® Marathon

Starting nearly four decades ago, the MILO Marathon made its mark in the Philippines by being the first marathon to be considered a major national sports event. To this day, it remains the grandest, most prestigious running competition in the country. Now on its 45th edition, the MILO Marathon will be running the races in fifteen (15) cities nationwide with one National finals. There will be five categories for the regional races (3K, 5K, 10K and 21K) and six (3K, 5K, 10K, 21K and 42K) categories for the Manila and National finals in Iloilo City. We are expecting a total of 180,000 runners where about seventy percent (70%) are student runners. The MILO Marathon in the Region will be on October 26, 2025 in Kalibo, Aklan and National Finals will be in Iloilo City on December 07, 2025.

For more details, please log-on to [www.milo.com.ph](http://www.milo.com.ph) or contact :

1. Miss Grace Galusong at 0917 776 0755 or through email address:  
[grace\\_galusong@yahoo.com](mailto:grace_galusong@yahoo.com)



Good food, Good life

We hope to gain your support for our programs as we continue to help build champions through the promotion of sports and a healthy, active lifestyle.

Sincerely yours,

**KINGSLEY CENA**  
MILO Consumer Marketing Manager

**CARLO SAMPAN**  
AVP-Head of MILO Sports



## MEMORANDUM OF AGREEMENT

This Memorandum of Agreement, hereinafter referred to as the "Agreement", is entered into this 08 day of JAN 2021, 2021 at QUEZON CITY Philippines, by and between:

The **DEPARTMENT OF EDUCATION**, hereinafter referred to as "DepEd," a government entity mandated by law, particularly Batas Pambansa Blg. 232, otherwise known as the "Education Act of 1982," as amended by Republic Act No. 9155, otherwise known as the "Governance of Basic Education Act of 2001," with principal address at DepEd Complex, Meralco Ave., Pasig City 1600, Metro Manila, Philippines represented by its Secretary, **LEONOR MAGTOLIS BRIONES**;

-and-

**NESTLÉ PHILIPPINES, INC.**, hereinafter referred to as "NPL," a corporation duly organized and existing under and by virtue of the laws of the Republic of the Philippines, with administrative offices at the Nestle Center, 31 Plaza Drive, Rockwell Center, Makati City, represented by its Senior Vice President and Corporate Affairs Head, **ARLENE T. BANTOTO**.

### WITNESSETH THAT:

**WHEREAS**, Article 14, Section 1 of the 1987 Constitution provides that "(t)he State shall protect and promote the right of all citizens to quality education at all levels, and shall take appropriate steps to make such education accessible to all";

**WHEREAS**, the Department of Education (DepEd) is a government agency mandated to:

- formulate, implement, and coordinate policies, plans, programs and projects in the areas of formal and non-formal basic education;
- supervise all elementary and secondary education institutions, including alternative learning systems, both public and private; and
- provide for the establishment and maintenance of a complete, adequate, and integrated system of basic education relevant to the goals of national development, while ensuring the well-being of its personnel and learners;

**WHEREAS**, DepEd, through the External Partnerships Service (EPS), believes that partnership is an important paradigm in delivering and achieving DepEd's education development goals and services and to fulfill the mandate of the Constitution to make such quality education accessible to all;

**WHEREAS**, DepEd has the responsibility of securing resources to make the public schools competitive and is now calling on the private sector to serve as a major partner for the improvement of the public education system and in the nation's development;

**WHEREAS**, Republic Act No. 8525 (RA 8525), otherwise known as the "Adopt-a-School Act of 1998," was enacted to encourage private entities to assist in the delivery of better quality education to public schools in the country, particularly in the poverty-stricken provinces;

**WHEREAS**, Section 5 of RA 8525 provides that "(p)rovisions of existing laws to the contrary notwithstanding, expenses incurred by the adopting entity for the 'Adopt-A-School Program' shall be allowed an additional deduction from the gross income equivalent to fifty percent (50%) of such expenses";



**WHEREAS**, the Department of Finance (DOF), through the Bureau of Internal Revenue (BIR), issued Revenue Regulations No. 10, s. 2003, entitled "Implementing Tax Incentives Provisions of Republic Act No. 8525, Otherwise Known as the 'Adopt-A-School Act of 1998'";

**WHEREAS**, DepEd, shall comply with the applicable rules on the valuation of contributions or donations of private partners to DepEd and the proper recording of the donated items categorized as property, plant, and equipment as contained in Item VII of the enclosure to DepEd Order No. 24, s. 2016 entitled "Guidelines on Accepting Donations and on Processing Applications for the Availment of Tax Incentives by Private Donor-Partners Supporting the K to 12 Program," which provides the Valuation of Assistance/Contribution or Donation and the formula of computation for the value to be reflected in the Deed of Donation and the records of donated goods and services and DepEd Order No. 82, s. 2011 entitled "Guidelines on the Proper Recording of all Donated Properties";

**WHEREAS**, both Parties recognize and undertake to comply with the following laws, rules, and regulations:

- a. Republic Act No. 10173 (RA 10173), otherwise known as the "Data Privacy Act of 2012," its Implementing Rules and Regulations, and other related issuances of the National Privacy Commission (NPC) and "Freedom of Information Order under E.O. No. 2, s. 2016," for the implementation of this Agreement;
- b. Joint Memorandum Circular 2010-01 issued by the Civil Service Commission and the Department of Health, DepEd Order No. 6, s. 2012, and DepEd Order No. 48, s. 2016 on DepEd's policy to not deal with the tobacco industry, or any individual or entity that works to further the interests of the tobacco industry, except to the extent strictly necessary to effectively regulate the tobacco industry and tobacco product;
- c. DECS Order No. 28, s. 2001 or "Prohibiting the Commercialization of the DECS Organization through Endorsements and Accreditation of Goods and Services" in the implementation of the program, and DepEd Order No. 39 s. 2009 or "Strict Adherence to DECS Order No. 28, s. 2001"; and
- d. Republic Act No. 9184 (RA 9184), otherwise known as the "Government Procurement Reform Act," and its Implementing Rules and Regulations (IRR), and government accounting and auditing rules and regulations;

**WHEREAS**, relative to the Coronavirus Disease 2019 (COVID-19) outbreak, the Office of the President has issued Presidential Proclamation No. 911, s. 2020 declaring a state of public health emergency throughout the Philippines;

**WHEREAS**, in response to the public health emergency, and guided by the issuances on the management of COVID-19 by the Office of the President, the Inter-Agency Task Force for the Management of Emerging Infectious Diseases (IATF-EID) in the Philippines, and the Department of Health (DOH), the Department of Education (DepEd) developed a Basic Education Learning Continuity Plan (BE-LCP) for the guidance of all DepEd units. Titled Learning Opportunities Shall be Available: The Basic Education Learning Continuity Plan in the Time of COVID-19, the BE-LCP lays down the direction for basic education in the school year 2020-2021 and shall be operationalized on a rolling basis through implementing various programs, projects, and activities at all governance levels of DepEd;

following modalities:

1. face-to-face;
2. printed or digital modules delivered to the homes of the learners, or picked up by their parents at designated places, within coordinated schedules;
3. online learning;
4. television or radio-based instruction; and
5. homeschooling;



WHEREAS, on May 25, 2020, the President, as supported by DepEd declared that there will be no face-to-face modality until some conditions are met, and/or until January 2021, depending on the health situation in various localities;

WHEREAS, this shift from face-to-face to distance learning modality including various means to mitigate, and preventing the further spread of COVID-19 necessitates the imposition of various measures such as, but not limited to community quarantines, restrictions on movement, adjustments to normal activities, behaviors, and routines, including the temporary closure of schools, which continues to have adverse and significant medical, physical, political, economic, and psychosocial impacts on our teaching and non-teaching personnel, parents and learners;

WHEREAS, NPI is engaged in the business of manufacture, distribution, and the sale of various food and beverage products;

WHEREAS, NPI is engaged in promoting various socio-civic activities that intend to uplift the welfare of the Filipino teachers and to provide quality basic education to our children;

WHEREAS, NPI hereby commits to perform, carry out, and oversee the implementation of the following programs:

1. Nestlé Wellness Campus Program;
2. MILO Home Court Program; and
3. Laki sa Tibay Program, which includes the printing and distribution of Tibay Learning Modules and DepEd Learning Kits, and the inclusion of product samples in DepEd's learning packets;

NOW, THEREFORE, for and in consideration of the foregoing premises and the terms and conditions herein set forth, the Parties agree as follows:

#### Article I. NPI'S SPONSORSHIP AND ADVOCACIES IN EDUCATION

1. Nestlé Wellness Campus Program is an advocacy program of NPI in partnership with DepEd which is intended to educate elementary and junior high school learners on nutrition, health, and wellness to establish healthier eating, drinking, and lifestyle habits through:

- 1.1 the promotion of the following seven timely healthy habits through learning modules covering the topics on nutrition, immunity, hygiene, and environment:

- 1.1.1 Choose Nutritious and Varied Options,
- 1.1.2 Manage Portions,
- 1.1.3 Choose to Drink Water and Milk,
- 1.1.4 Plan Ahead,

- 1.1.5 Eat Smart Together,
- 1.1.6 Be Ready for the Pandemic, and
- 1.1.7 Practice Good Hygiene.

Composed of 27 modules, these include complete lesson guides, PowerPoint presentations, and printable worksheets which are aligned with the K to 12 Curriculum for Health. These modules are intended for Grades 1 to 10 learners;

- 1.2 the Nestlé Wellness Campus song and dance to emphasize the seven healthy habits and promote physical fitness at home; and

- 1.3 the Nestlé Wellness Campus Facebook Group for teachers where they can learn, share and apply the best ideas and practices through webinars, cooking demonstrations, and contests.

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home-based sports programs through the digital platform. Together with partner organizers and experts, MHC empowers parents to engage their children in sports activities that will help ensure their continued holistic development through:

- 2.1 the distribution of the MHC Physical Education (PE) Kits which contain information about the importance of physical fitness and nutrition and three (3) pieces of MILO 24g packs;
- 2.2 the sports instructional videos on basics and fundamentals of thirteen (13) different sports created by MILO's partner sports organizers which are aligned with the Most Essential Learning Competencies (MELCs) under MAPEH for learners aged 7 to 12 years. These videos can be used by MAPEH teachers in helping encourage PE at home. More instructional videos are being developed for future assessment; and
- 2.3 the MILO Champion Habit which is composed of PE activities at home in the form of video modules for elementary school learners. These videos contain different exercises that learners can do.

The MHC sports instructional videos are intended for 5 million elementary learners nationwide.

3. **Laki sa Tibay Program** by Bear Brand Fortified Powdered Milk helps to fill in the nutrition and educational support gaps needed to raise healthy Filipino schoolchildren through:

- 3.1 the Tibay Learning Modules to support teachers by providing ready to use K to 12 aligned modules on health and nutrition for Grades 1-3 learners. These modules are composed of nineteen (19) modules with complete package of teaching guide, PowerPoint presentations, video, and worksheets;
- 3.2 printing of DepEd Learning Kits to be distributed to Kindergarten to Grade 3 learners; and
- 3.3 distribution of Nutrition Kits that contain information about micronutrient deficiency and its prevention to support healthy kids and one (1) free "swak pack" of Bear Brand Fortified Powdered Milk.

The DepEd Learning Kits and Nutrition Kits are intended to benefit three hundred thousand (300,000) learners.

## Article II. RIGHTS AND RESPONSIBILITIES

### 1. DepEd shall:

- 1.1 provide policy guidance and directions to ensure the proper implementation of the Program; 2021
- 1.2 designate a focal person to coordinate the implementation of this Agreement; generate a list of schools with necessary documents to facilitate selection and identification of schools, which may include the list of actual learner-beneficiaries for the implementation of the Program;
- 1.4 assist in the evaluation of the implementation of the Program;
- 1.5 coordinate with the NPI in the implementation of the Program, including the acceptance and distribution of the materials;
- 1.6 allow NPI to document portion of the program activities through multi-media and to use the same in its communication materials for television, print, radio, and/or internet/web-based media, in accordance with existing DepEd rules and regulations;

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2. The MILO Home Court (MHC) Program is an advocacy to get children into home-based sports programs through the digital platform. Together with partner organizers and experts, MHC empowers parents to engage their children in sports activities that will help ensure their continued holistic development through:

- 2.1 the distribution of the MHC Physical Education (PE) Kits which contain information about the importance of physical fitness and nutrition and three (3) pieces of MILO 24g packs;
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- 1.4 assist in the evaluation of the implementation of the Program;
- 1.5 coordinate with the NPI in the implementation of the Program, including the acceptance and distribution of the materials;
- 1.6 allow NPI to document portion of the program activities through multi-media and to use the same in its communication materials for television, print, radio, and/or internet/web-based media, in accordance with existing DepEd rules and regulations;

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*Kuncamit*

- 1.7 allow NPI to communicate the partnership with DepEd for this Program on TV, print, radio, and/or internet/web-based media, in accordance with existing DepEd rules and regulations;
- 1.8 provide all needed documentation for the substantiation of the distribution of MHC Kits within 3 weeks from delivery to the DepEd Schools Division Offices (SDOs);
- 1.9 upload the approved video materials on DepEd Commons; and
- 1.10 perform other responsibilities necessary for the effective and efficient implementation of the Program.

**2. NPI shall:**

- 2.1 designate a Focal Person to coordinate the implementation of this Agreement;
- 2.2 provide funding and volunteer resources following the provisions covering a particular project of the Program;
- 2.3 provide materials and other learning resources to be uploaded on DepEd Commons;
- 2.4 provide DepEd with regular reports, updates, as well as requested data and information (i.e., name, school, contact number, and email address);
- 2.5 select and identify target areas/schools in close coordination with DepEd for the implementation of the program;
- 2.6 take the lead in the implementation of the Program under the guidance and supervision of DepEd; and
- 2.7 perform other responsibilities necessary for the effective and efficient implementation of the Program.

**Article III. EFFECTIVITY AND TERMINATION**

This Agreement shall be valid immediately upon signing of all Parties. This Agreement shall have a duration of at least five (5) years, which shall commence on the date of signing of the Parties. This Agreement may however be extended upon mutual agreement of the Parties.

Any of the Parties may terminate this Agreement for reasonable grounds upon submission of a formal written notice to the other party at least 30 days before the intended date of termination.

**Article IV. CAPACITY AND AUTHORIZATION**

Each of the Parties to this Agreement hereby represents and warrants to the other that it is duly authorized and empowered to execute, deliver and perform this Agreement and that such action does not conflict with or violate any provision of law, regulation, policy, contract, deed, trust or other instruments to which it is a party or by which it is bound. This Agreement constitutes a valid and binding obligation of it enforceable in accordance with its terms.

**QUEZON CITY**  
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**BY SEPARABILITY**

In the event that any of the provisions of this Agreement or any document that may be executed in connection therewith shall be declared invalid, illegal, or unenforceable in any respect by a competent authority, the validity, legality, and enforceability of the remaining provisions of this Agreement or any document that may be executed in connection therewith shall not in any way be affected or impaired and shall remain in full force and effect.

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#### Article VI. LIABILITY AND INDEMNITY

The liability of the Parties for any breach of this Agreement shall be determined in accordance with applicable laws.

#### Article VII. BREACH OF CONTRACT

Material violation or omission of any of the provisions of this Agreement shall be a ground for termination or rescission of the same without the need for legal or court action.

#### Article VIII. AMENDMENTS

This Agreement may be amended or modified only in writing upon the consent of all the Parties.

#### Article IX. SETTLEMENT OF DIFFERENCES

Any difference arising out of this Agreement shall be settled through amicable means, such as but not limited to, mutual consultation and negotiation.

#### Article X. DATA PRIVACY

Any use of personal information and/or sensitive personal information by the Parties shall accordingly be protected and treated with confidentiality and privacy, during and even after the termination of this Agreement, consistent with Republic Act No. 10173, otherwise known as the "Data Privacy Act of 2012," its IRR and other relevant laws, rules and regulations on the matter.

#### Article XI. INTELLECTUAL PROPERTY

1. All Parties shall comply with Republic Act No. 8293, otherwise known as the "Intellectual Property Code of the Philippines" and other applicable laws and rules governing intellectual property in the Philippines.
2. The Intellectual Property Rights to the outputs stated in this Agreement shall be owned by DepEd. The partner organizations hold DepEd free and harmless from any and all liabilities arising from copyright infringement claims and/or any other intellectual property claims or suits from third parties. Attribution shall be given to the partner organization.
3. Any use of the products by the other Party, in relation to this Agreement, for promotional and promotional materials, which include, but not limited to, press releases, websites and other social media tools, shall be subject to the prior written consent of the concerned Party and limited to the accomplishment of the objectives of this Agreement.

#### Article XII. MISCELLANEOUS

1. Except as otherwise provided herein, no Party shall have any right, power, or authority to create any obligation, express or implied, on behalf of any other Party. Nothing in this Agreement is intended to create or constitute a joint venture, partnerships, agency, trust, or other association of any kind between the Parties of persons referred to herein. The

employees of each Party shall remain its employees and the concerned employer shall be solely responsible for the wages, benefits, and emoluments of such employees.

2. The Parties shall not assign or transfer this Agreement or any of the rights or obligations granted herein without the prior written consent of the other Parties, and any purported assignment made without obtaining such written consent shall be null and void.
3. This Agreement shall be governed by and construed in accordance with the laws of the Republic of the Philippines.

IN WITNESS WHEREOF, the Parties have signed this Memorandum of Agreement as of the date first above written at.

DEPARTMENT OF EDUCATION

NESTLÉ PHILIPPINES, INC.

  
LEONOR MAGTOLIS BRIONES  
Secretary

  
ARLENE TAN BANTOTO  
Senior Vice President and Head of Corporate  
Affairs

SIGNED IN THE PRESENCE OF:

  
TONISITO M.C. UMALL Esq.  
Undersecretary  
Legislative Affairs, External Partnerships and  
Project Management Services  
QUEZON CITY 08 JAN 2021  
AFTER COMPAIRING FROM THE ORIGINAL  
CERTIFIED TRUE COPY

  
KEVIN E. CARPIO  
Corporate Affairs Executive