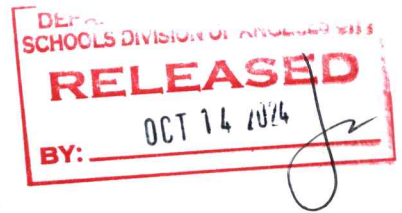




Republic of the Philippines
Department of Education
REGION III
SCHOOLS DIVISION OFFICE OF ANGELES CITY



14 Oct 2024

DIVISION MEMORANDUM
No. 368 s. 2024

LAKAS SA GATAS MILK CAMPAIGN
“DIVISION DANCE CHALLENGE COMPETITION”

To: Assistant Schools Division Superintendent
Chief Education Supervisors
Public School District Supervisors
Public Elementary School Heads
All Others Concerned

1. As stipulated in the Regional Memorandum No. 601, s. 2024 “Lakas sa Gatas Milk Campaign” the Schools Division Office of Angeles City through the Schools Governance Operations Division, School Health and Nutrition Unit will conduct Division Dance Challenge Competition with the theme “Talino at Gilas. Tiyak Lalabas, Panalo ang Batang may Sapat na Gatas”
2. The Lakas sa Gatas Campaign aims to:
 - a. Raise awareness on the importance of consuming milk and milk products for the empowerment of learners’ nutritional values,
 - b. Improve learners’ values and behavior toward milk consumption,
 - c. Intensify learners’ milk-drinking habits,
 - d. Ensure the availability of pasteurized or sterilized milk in school canteen,
 - e. Increase the physical activity of learners through dance exercises using the official campaign jingle and dance for at least three times a week, and
 - f. Engage partners and the public to promote milk feeding and consumption nationwide.
3. Participants of the Competition is open to all Elementary School learners composed of 10 to 15 learners in group. Choreography shall be original and may be composed of learners. However, stunts and dangerous routines are prohibited in the dance challenge. Interpretation of the jingle’s lyrics and campaign’s theme through catchy dance moves shall also be considered when making the choreography. Lakas sa Gatas Jingle can be downloaded through this link: <https://tinyurl.com/Lakas-sa-Gatas-Jingle>
4. The dance challenge shall be submitted as video and guided according to the following recommendations.



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- a. A good background and lighting shall be considered. The subject may be illuminated using a ring light source. A natural source of light can be utilized by facing a window.
 - b. Video editing shall be limited to transitions and no distracting video effects shall be used. The original color grading of the video shall be retained.
 - c. Texts in the video shall use the MATATAG font “Goldplay”. The addition of texts is only recommended when introducing the school and during credits where choreographers, contributors, and participants shall be properly attributed.
 - d. The video shall follow the recommended minimum specifications:
 1. File format: MP4
 2. Dimensions: 1920px x 1080px (16:9)
 3. Resolution: 720p or 1080p
 4. Orientation: Landscape
 5. Frame Rate: 30fps
5. Submission of entries for the video recording will be on or before October 20, 2024, through this link <https://tinyurl.com/shnu-ac>
6. Criteria for judging are as follows:
- e. **Choreography (30%)** – Choreography used is original and catchy. It also showcases musicality by following the music’s rhythm and tempo. The jingle’s lyrics, sounds, and layers are also expressed by the choreography.
 - f. **Performance (30%)** – Dance is on time with beat and follows the music’s melody. Dancers execute the moves uniformly and are synchronized as a group. Personality and character add showmanship to the performance
 - g. **Creativity (20%)** – Variety of formations, unique ways and presentation, and creative twist make the dance visually exciting.
 - h. **Relevance to the theme (20%)** -The dance expresses the campaign’s theme and the jingle’s lyrics.
7. Winners shall be announced on a Memorandum. Only three (3) entries shall be declared as Champion, 1st and 2nd based on criteria. The champion will be the Division entry for the Regional Dance Competition on October 21, 2024.
8. Winners shall receive plaques and certificate of recognition.
9. Immediate and wide dissemination of and strict compliance with this Memorandum are earnestly desired.

ENGR. EDGARD C. DOMINGO PhD, CESO V
Schools Division Superintendent *ll*



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Reference: As stated
To be indicated in the Perpetual Index
under the following subjects:

SBFP-MILK FEEDING SCHOOLS	ADVOCACY LEARNERS
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SGOD/SHNU-NURSE JAK/Oct. 14, 2024



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