



July 1, 2019

REGIONAL ADVISORY
No. 081, s. 2019



**INVITATION TO WATCH "JUAN BALUCAS AT ANG BAYABAS"
and" NEW GENERATION HEROES"**

**TO: ALL SCHOOLS DIVISION SUPERINTENDENTS
This Region**

1. In view of the upcoming celebration of Buwan ng Wika The Paglaum Shows and Events will present a special screening of "Juan Balucas and Bayabas" and New Generation Heroes" at Robinsons Movie World, Butuan City on Saturday & Sunday of August 2019.
2. The film is packed with educational and cultural values created as a tribute to the 100th years of existence of Juan Tamad. It is rated G (General Audiences) by the Movie and Television Review and Classification Board (MTRCB) and is suitable for viewers of all ages.
3. The Department of Education Caraga adheres to no collection policy as mandated in DepEd Order No. 41, s. 2012. Likewise, it is stated in the Education Facilities Manual that the use of school facilities for private interest is prohibited.
4. Furthermore, matters like these are within your authority to decide.
5. For more details, please refer to the letter of invitation from Paglaum Shows and Events attached herewith.


 **FRANCIS CESAR B. BRINGAS, CESO V**
Schools Division Superintendent
Officer-In-Charge
Office of the Regional Director

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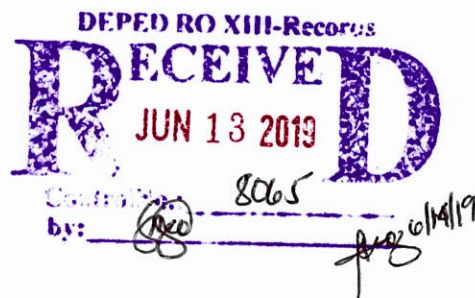


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DR. FRANCIS CESAR B. BRINGAS, CESO V
Regional Director
DepEd CARAGA
Butuan City



Dear Sir:

As we prepare to celebrate Buwan ng Wika (August), Paglaum Shows & Events in cooperation with Groundhit Entertainment Production present for special screenings two inspiring films:



“New Generation Heroes” – Four stories of dedication, strength of character, love of family, value formation, rights to proper education, giving importance to teachers and people who dedicate themselves in teaching... these four are the New Generation Heroes.

The film stars Aiko Melendez, Anita Linda, Jao Mapa, Joyce Penas Pilarsky, Dexter Doria, Debraliz Valasote, Gloria Sevilla and many more

The film will focus on the life of the four individuals who will face various challenges and struggles in life, how they will show stability that will balance their characters and how they will make a decision on each test that will be reflected on how they develop the time and the lessons they learned in their lives. In spite of their being ordinary people. They can also be called the New Generation Heroes.

“JUAN BALUCAS AT ANG BAYABAS” - is a film packed with educational and cultural values. Created as a tribute to the 100th year existence of Juan Tamad. To save his father, Juan enters an agreement with the queen of the fairies Reyna Suki. He must obtain the song of Badarna and water from the “Bukal ng Buhay” before the full moon passes. With the help of Engkanto Apo and Noni, a nuno sa punso,

After saving his father, Juan gets stuck in purgatory between two dimensions. Left with only the water from the Bukal ng Buhay, Juan faces self conflicts, hunger and struggles to keep his sanity under the dead guava tree. Will he be able to have something to eat? Is there still a chance for him to get back to his family in the real world? Or will he just lie down like Juan Tamad, waiting for the fruit to fall from its tree. What he does next will dictate his fate.



The objectives of the films are the following:

1. emphasize the importance of love for family-no family is ever perfect but we strive to make things better;
2. to make the students, teachers and parents FEEL GOOD and be THANKFUL about life.
3. appreciate the little MIRACLES despite all the negativity happening in our world.
4. educate the Filipino youth to contribute to a better and productive Philippines.
5. show the importance of pursuing education and increase awareness among students on the relevant issues tackled in the films (i.e. finishing school and bullying) and
6. present a wholesome, family-oriented entertainment that will truly inspire, inspire and inspire students



In this regard, we would like to invite your students to watch the film. Our general admission is pesos: One Hundred Twenty Only (Php120.00).

Administrators, School Heads, Faculty/Teachers and DepEd personnel will be admitted for free, their ID's shall serve as their complimentary pass. Please find herewith are reading materials, DepEd Advisory and other film details.

Daghang Salamat!

Paul V. Alcantara
Marketing Officer
#09159397888

Advisory No. 067, s. 2019

May 2, 2019

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 DepEd officials,
personnel/staff, as well as the concerned public.
(Visit www.deped.gov.ph)

SHOWING OF THE FILM, *JUAN BALUCAS AT ANG BAYABAS* BY GROUNDHIT
ENTERTAINMENT PRODUCTION FOR SCHOOL YEAR 2019-2020

The Groundhit Entertainment Production announces the showing of the film,
Juan Balucas at ang Bayabas for School Year 2019-2020.

The film, inspired by the popular tales of *Juan Tamad*, is packed with educational
and cultural values as it conveys an overall statement that Filipinos are not lazy. It
also promotes the following themes:

1. Use of mother tongue,
2. Anti-bullying,
3. Shadow puppetry,
4. Filipino folkloric characters,
5. Kindness,
6. Self-belief/Confidence,
7. Environmental Preservation, and
8. Proper nutrition.

The film is rated G [General Audiences] by the Movie and Television Review and
Classification Board (MTRCB) and is suitable for viewers of all ages.

Participation of public and private schools shall be subject to the no-disruption-
of-classes policy stipulated in DepEd Order (DO) No. 9, s. 2005 entitled Instituting
Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith. This
is also subject to the no-collection policy as stated in Section 3 of Republic Act No. 5546,
An Act Prohibiting the Sale of Tickets and/or the Collection of Contributions for
Whatever Project or Purpose from Students and Teachers of Public and Private Schools,
Colleges and Universities (Ganzon Law).

For more information, contact:

Francisco Y. Paragas
Managing Director
Paglaum Shows & Events
810 M.J Cuenco Avenue,
Cebu City, Cebu
Telephone No.: (032) 421-3209
Mobile Phone No.: 0915-144-7933
Email Address: paglaum_group@yahoo.com



Juan Balucas

at ang Bayabas

STARRING NOURISH "ICON" LAPUZ ARCHIE ALEMANIA ROLANDO T. INCENCIO PETER VALLEJOS GABBY PADILLA BROOKE-CHANTELLE ESTILLORE YNAHUEL MORAN
MUSIC AND SOUND ENGINEER PAULO AGUDELO ASSISTANT DIRECTOR CZAR BUENAVENTURA PRODUCTION MANAGER NHAYEN GATMAITAN-BASTO LOCATION COORDINATOR NOEL NIETO
EDITOR CHRISSEL GALENO DESUASIDO VISUAL EFFECTS SUPERVISOR JOHN ANTHONY L. WONG PRODUCTION DESIGNER ZUR DIRECTOR OF PHOTOGRAPHY MARIO OULIANO
ASSOCIATE PRODUCER IRENE SALES NHAYEN GATMAITAN-BASTO EXECUTIVE PRODUCERS ORLANDO B. ESTILLORE PENNY COOPER ESTILLORE FRANCO G. ARCE

WRITTEN AND DIRECTED BY FRANCO G. ARCE

GHP
GROUNDHIT

ARCSTILLE
Productions

SQUIDBALL BROS.

"ISANG MUNTING HANDOG PARA SA NALALAPIT NA IKA-100 TAON NI JUAN TAMAD"

Juan Balucas

at ang Bayabas

(an independent film inspired by popular tales of Juan Tamad)

SYNOPSIS

Inspired by popular tales of Juan Tamad, **Juan Balucas at ang Bayabas** features Nourish "Icon" Lapus, as JUAN BALUCAS, the son of JOHN (*Archie Alemania*) who has been mistaken to be Juan Tamad and turned into stone by the mystical creature IBONG BADARNA (*Randy de Silva*) to avoid him from inflicting laziness to all mankind.

To save his father, Juan enters an agreement with the queen of the fairies REYNA SUKI (*Gabby Padilla*) under some conditions. He must obtain the song of Badarna and some water from the "BukalngBuhay" before the full moon passes. With the help of an *engkanto* named APO (*Rolando T. Inocencio*), and NONI (*Peter Vallejos*) a *nunosapunso*, Juan sets off his quest. To fulfill his mission, he must first possess an object from the dreaded King Crab SIPIT (*Rainier Morales*) and pass thru TAMBO (*Bernard Laxa*) a "kapre" who guards the passage to Badarna's lair before he can reach the mystical bird.

After saving his father, Juan gets stuck in a purgatory between two dimensions. Left with only the water from the "bukalngbuhay", Juan faces self-conflicts, hunger and struggles to keep his sanity under the dead guava tree. Will he be able to have something to eat? Is there still a chance for him to get back to his family in the real world? Or will he just lie down like Juan Tamad, waiting for the fruit to fall from its tree. What he does next will dictate his fate.

ADDITIONAL INFORMATION ABOUT THE FILM



"Juan Balucas at ang Bayabas" is a film inspired by "Juan Tamad", a Filipino iconic character who is believed to have originated from "*Buhay na Pinagdaananni Juan Tamad na Anac ni Fabio at ni Sofia*". It was written by an unknown author, and was published by Limabaganni J. Martinez in Intramuros Manila in the year 1919. That makes Juan Tamad 100 years old this coming 2019. He was even more popularized by the celebrated National Artist for film Mr. Manuel Conde who has created numerous films featuring the iconic character.

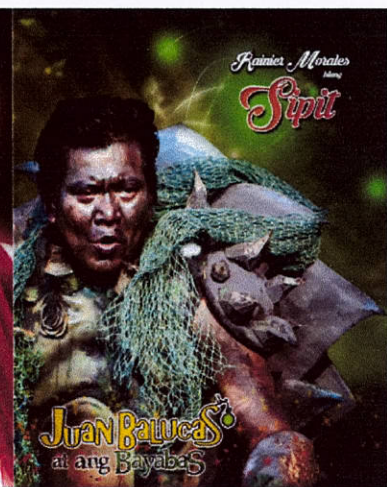
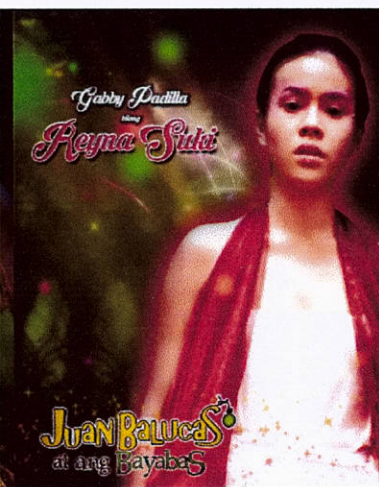
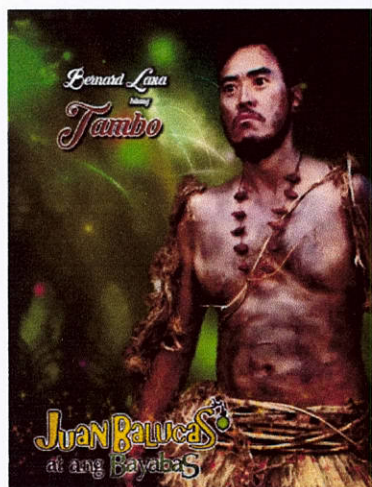
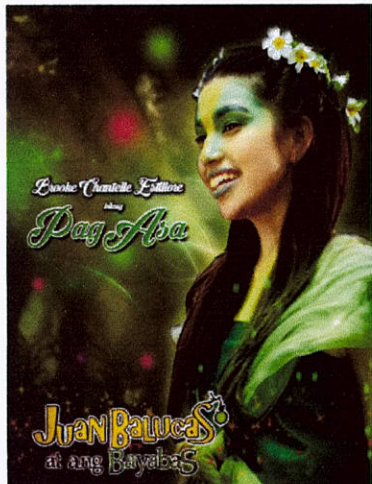
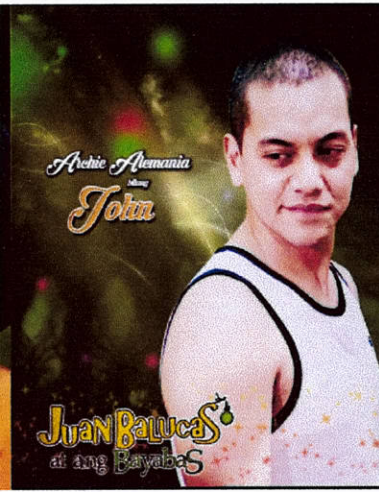
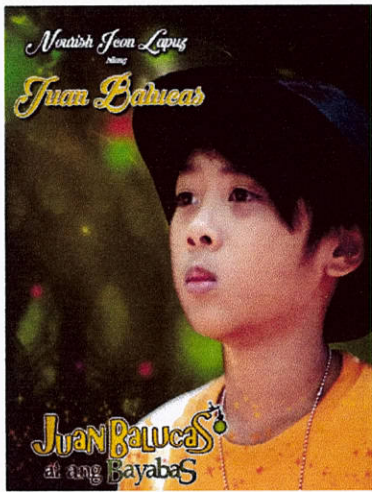
Packed with education culture and values, Juan Balucas at ang Bayabas is an ideal offering for students.

Juan Balucas

at ang Bayabas

(an independent film inspired by popular tales of Juan Tamad)

CAST and CHARACTERS



Listed below are some of the highlights the film aims to promote:

1. **PROMOTION OF MOTHER TONGUE** – the film is incorporated with “*tula*” as part of the delivered dialogues. Said dialogues include a number of original poems written by the filmmaker. To sum up, the film promotes not only our mother tongue, but also the use and appreciation of Filipino poems through film.
2. **ANTI-BULLYING** – a scene in the film is dedicated to show that any form of bullying is not tolerated in school, and bullying does not go unpunished. The film also aims to show the bullies how their parents worry about them and their future.



3. **JUAN TAMAD STORY RETOLD** – as part of the tribute to the iconic character, Fabio tells his grandchildren the famous story of Juan Tamad using shadow puppetry.
4. **SHADOW PUPPETRY** – believed to be the oldest form of storytelling presentation (or one of the oldest), the film exhibits shadow puppetry to show how children used to enjoy stories told by the elders. It is incorporated with modern 2D animation for added appreciation, and to exhibit the evolution of a native form over time.
5. **PROMOTION OF FILIPINO FOLKLORIC CHARACTERS** – The film also aims to promote awareness of characters like the “*diwatas*” and “*engkantos*” who are embedded in our culture.
6. **KINDNESS** – the film demonstrates that “*kindness*” has a positive effect on the lives of others others (directly or indirectly) as testified by the dreaded king crab Sipit.
7. **SELF BELIEF/ CONFIDENCE** – shows the importance of overcoming fears and believing in one’s self.
8. **ENVIRONMENTAL** – as a contribution to the efforts to protect the nature, a scene is dedicated to show the importance of its preservation, and that even a young boy can do something for the environment.
9. **NUTRITION** – The film includes promotion of eating healthy foods like vegetables and fruits to grow healthy and strong.

BONUS TRIVIA - The universe of the film includes actualities for the audience to appreciate the tales of Juan Tamad even more. To cite some are the following:

SIPIT gives Juan Balucas the object that he needs because he owes his life to Juan Tamad. In the universe of the film, Sipit is one of the crabs who the Filipino iconic character had set free in the story “*Si Juan Tamad at ang mga Alimango*”.

Juan Balucas gets stuck under a dead GUAVA tree between two dimensions. On that tree hangs a shrunken dead fruit. That tree is the same tree, with the very same bayabas that Juan Tamad slept under and waited to fall in the story “*Si Juan Tamad at ang Bayabas*”. It never fell off its branch!



Office of the President of the Philippines
MOVIE AND TELEVISION REVIEW AND CLASSIFICATION BOARD
MTRCB Building, No. 18 Timog Avenue, Quezon City, Philippines 1103
Telephone No. 376-7380 Email Address: admin@mtrcb.gov.ph Website: www.mtrcb.gov.ph

PERMIT TO EXHIBIT
THEATRICAL

This certifies that the material below has been reviewed and classified by the Movie and Television Review and Classification Board:

Movie Title	JUAN BALUCAS AT ANG BAYABAS
Applicant	GROUNDHIT ENTERTAINMENT PRODUCTION
Running Time	1hr. 25min. 0sec.

Classification	Reason/s for Classification
G GENERAL AUDIENCE VIEWERS OF ALL AGES CAN BE ADMITTED	Material presented is suitable for all ages.
Permit Number	P-MP-2018-000801
Date of Issuance	29 May 2018
Date of Expiration	29 May 2023



Approved for Public Exhibition by the following Review Committee Members:

MORENO, FEDERICO A.
CORTEZ, GLORIA S.
QUINSAY, EVELYN P.

ISSUED UPON THE APPROVAL OF
THE REVIEW COMMITTEE

MARIA RACHEL J. ARENAS
Chairperson

BY:
ANN MARIE L. NEMENZO



This permit must be conspicuously displayed at all times at the ticket-selling area.
Use of the above-described material in a non-MTRCB registered place of exhibition shall automatically render this permit invalid.

THIS IS A SYSTEM-GENERATED PERMIT. ANY ALTERATION OR TAMPERING WILL AUTOMATICALLY INVALIDATE THIS PERMIT.

AIKO
MELENDEZ

JAO
MAPA

JOYCE
PEÑAS

MS. ANITA
LINDA

NEW GENERATION HEROES

A FILM BY ANTHONY HERNANDEZ

GOLDEN TIGER FILMS PRESENTS NEW GENERATION HEROES ALSO STARRING GLORIA SEVILLA, ROB SY, ALEERA MONTALLA,
DEBRALIZ VALASOTE, ALVIN NAKASSI, JIM DEL ROSARIO, AJ FUENTES, DEXTER DORIA

SCREENPLAY BY ANTHONY HERNANDEZ & RYAN TIBAY, DIRECTOR OF PHOTOGRAPHY ARVIN VIOLA, EDITOR MARK JASON SUCCANG, MUSICAL SCORE DODOY ONGLEO, SOUND ENGINEER JUNEL VALENTE
ASST. DIRECTOR RYAN TIBAY, PRODUCTION DESIGNER CYRUS KHAN, PRODUCTION MANAGER EDISON ROQUE, LINE PRODUCER REA FLORES, PRODUCER JOYCE PEÑAS PILARSKY, EXECUTIVE PRODUCER REGINO HERNANDEZ
DIRECTED BY ANTHONY HERNANDEZ

Advocacy film tackles values formation, among others

posted June 20, 2017 at 05:10 pm by **Manila Standard Showbitz**

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Heard of New Generation Heroes? It is a film, a local one, that tackles values formation, rights to proper education, giving importance to teachers and people who dedicate themselves in teaching.

According to the film's director, **Anthony Hernandez**, the story is based on true events. The film stars **Aiko Melendez** and **Anita Linda**. Also in the cast are **Jao Mapa**, **Joyce Peñas**, **Dexter Doria**, **Debraliz Valasote**, **Alvin Nakasi**, **Gloria Sevilla**, **Rob Sy**, **Aleera Montalia**, **Jm Del Rosario** and **Andrea Kate Abellar**.

Hernandez says that we don't get education only in the confines of the four walls we call school. He said that we learn a lot of things outside the classroom.

The film tells the story of Salvacion Fajardo, a retired teacher, whose dedication as an educator didn't give her enough time to build her own family.



Joyce Peñas (left) and Aiko Melendez in a scene from the Anthony Hernandez film

Apart from her, the film focuses as well on Gener, a street smart who only finished Grade 5. Gener and her sister Ana were orphaned early in life so they fended for each other's needs. Gener, as a street child, was educated by his environment and decided to act on an advocacy he thought might help others like him. He is asking for book donations that he will use to help fellow street children learn how to read and write.

Director Anthony Hernandez honors teachers in his upcoming film, *New Generation Heroes*. In this film he features four (4) teachers starting with a retired, well-respected and well-loved teacher of 40 years played by Anita Linda,

in comes a pushcart educator named Gener played by Jao Mapa. His character is most likely inspired by the story of Efren Peñaflorida, the pushcart educator who was named CNN Hero of the Year in 2009.



Efren Peñaflorida, CNN Hero of the Year in 2009



Third is an enterprising teacher named Lolita played by Mrs. Universe 2017 Joyce Peñas Pilarsky. She is a widow and the sole provider for her children.

Her need to raise her family has led to her finding all sorts of ways to make enough to make ends meet besides teaching – networking, buy and sell, selling home-cooked meals, etc.



And last is Cora played by Aiko Melendez, an OFW who is an English teacher in Korea.

She decided to work overseas in an effort to give her family in the Philippines a better life — tuition for her 2 children and the construction of their home. Little did she know that her husband was using the money she sent home on alcohol and gambling and her eldest child, Tony, was a drug addict.

Her son, Tony, was killed by the police as part of the government's operation "tokhang" and this became her motivation to leave her job in Korea and decide to come back home to the Philippines.

Four stories of dedication, strength of character, love of family ... these four are the new generation heroes.

New Generation Heroes can be viewed at SM Cinemas starting Oct. 4, 2017. Watch this film and think about those beloved teachers from our past and present.

Share this:

New Generation Heroes, a World Teacher's Day Presentation

23 Sep, 2017 in Events tagged aiko melendez / anita linda / anthony hernandez / inspiration / jao mapa / joyce penas pilarsky/ mentor / movie / new generation heroes / parent / teacher by Penny Tan

They say that teaching is the only profession that creates other professions. I believe this to be true. Without a teacher there wouldn't be doctors, engineers, mechanics, artists, etc., and yes, more teachers.

Most, if not all of us would agree that our first teacher was our parent (mom). She taught the difference between right from wrong. Then at age 3 or 4 (sometimes older) we are sent off to school everyday to learn from another person ... our school teacher. Our teachers change from subject to subject, quarter to quarter, term to term, year to year. And in all that time and all those teachers there is often one or two that we remember fondly — the teacher/s that made a great impact in our life.

In a recent presscon, Director Anthony Hernandez and the cast of the movie introduce New Generation Heroes, their new movie that will be available for viewing starting October 4. New Generation Heroes is a World Teacher's Day presentation.



Office of the President of the Philippines
**MOVIE AND TELEVISION REVIEW
AND CLASSIFICATION BOARD**
MTRCB Bldg. No. 18 Timog Avenue, Quezon City
Telephone No. 3767380 | Fax No. 3767379

Permit Number: **P-MP-2017-15096**
Date of Issuance: 25 July 2017
Date of Expiration: 25 July 2022
Application Number: MP-1707-16073

PERMIT FOR THEATRICAL EXHIBITION

Title of Film:

"NEW GENERATION HEROES" - INDIE FILM

Reason/s for Classification:

Although the movie teaches good lessons, it is classified as P.G. because certain scenes require the guidance of parents especially towards the end where the kid with a disability was placed onto a raft because doing such is a dangerous thing to do.

PG

Parental Guidance

Viewers below thirteen(13) years old
must be accompanied by a parent or
supervising adult

Cast: AIKO MELENDEZ, ANITA LINDA

Producer: GOLDEN TIGER FILMS

Running Time: 120 MINS.

Country: Philippines

Review Committee Members:

AQUINO, RAYMOND ISMAEL N.

QUINSAY, EVELYN P.

REYES, PABLO IV P.

ISSUED UPON THE APPROVAL
OF THE REVIEW COMMITTEE

Prepared By: Leopoldo Del Mundo

Note: Film covered by this permit must only be shown in theaters duly registered and/or other venues authorized by the MTRCB.
Any violation of the conditions imposed under this permit will result in its automatic cancellation.

MTRCB
CERTIFIED TRUE COPY

CHIEF REGISTRAR
ANN MARIE L. NEMENZO

MARIA RACHEL J. ARENAS
Chairperson