REGIONAL MEMORANDUM
No. 372, s., 2021

PROMOTION OF THE UNSUNG SARILING BAYANI (USB) COMPETITION

To: Schools Division Superintendents

1. Attached is the Memorandum from the Undersecretary for Administration Alain Del B. Pascua, Department of Education–Central Office, Meralco Avenue, Pasig City dated April 22, 2021.

2. For information and appropriate action.

TOLENTINO G. AQUINO
Director IV

Incl.: As Stated.
To be indicated in the Perpetual Index
under the following subjects:

CAMPAIGN
CONTESTS

ESSD-SPPS/jrbp/UnsungSarilingBayani2021
April 27, 2021

DepEd Region 1: Built on character; empowered by competence.
OUA MEMO 00-0421-0122
MEMORANDUM
22 April 2021

To: Regional Directors and BARMM Education Minister
   Schools Division Superintendents
   Regional and Division Youth Formation Coordinators
   Public and Private School Heads

Subject: PROMOTION OF THE UNSUNG SARILING BAYANI (USB) COMPETITION

In celebration of the quincentennial of the first circumnavigation of the world
and the victory of Lapu-Lapu against the Spaniards in Mactan, Cebu in 1521, the Film
Development Council of the Philippines (FDCP) will launch a new campaign titled
Unsung Sariling Bayani (USB) by the esteemed National Artist for Film and Broadcast,
Kidlat Tahimik.

USB is a short film competition that focuses on Filipino heroes. This shall be
launched on 27 April 2021 which marks the 500th year of Lapu-Lapu’s victory in
Mactan, Cebu. This campaign aims to balance the influence of foreign superheroes in
the Filipino youth’s mindset with compelling and glorious stories of Filipino heroes.

In support of the campaign, the Office of the Undersecretary for Administration
(OUA) would like to request the concerned offices to help promote its online launch by
encouraging all private and public senior high school learners to participate in the said
competition. Likewise, kindly encourage them to watch the online Press Conference
during the campaign launch at 3:00 p.m. via Facebook Live at https://www.facebook.
com/FDCP.ph .

For more information, questions and concerns, please contact Mr. Adolf P.
Aguilar, Chief of the Bureau of Learner Support Services – Youth Formation Division
(BLSS-YFD), through 0915 566 9717 or email at blss.yfd@deped.gov.ph .

For immediate dissemination and appropriate action.

ALAIN DEL B. PASCUA
Undersecretary

Office of the Undersecretary for Administration (OUA)
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