



Republic of the Philippines
Department of Education
REGION VII - CENTRAL VISAYAS
DIVISION OF CITY SCHOOLS - TAGBILARAN CITY

Office of the Schools Division
Superintendent

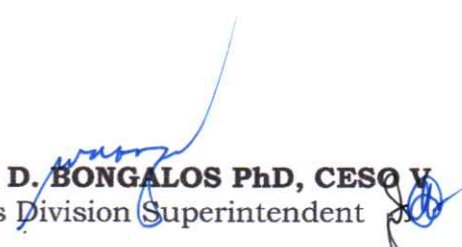
December 23, 2025

DIVISION MEMORANDUM
NO: 918 s. 2025

ADVISORY: MILO CHAMP RUN

TO: Assistant Schools Division Superintendent
All Public Elementary and Secondary School Heads
All Others Concerned

1. This Office hereby disseminates Regional Memorandum 1288 s. 2025 and communication from Carlo Sampan, AVP-Head of Milo Sports, Re: Milo Champ Run, the contents of which are self-explanatory.
2. Please see attached Memorandum for more details.
3. For your information.

WILFREDA D. BONGALOS PhD, CESO V
Schools Division Superintendent 

WDB/JAAL/SGOD/MCC/ftt



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Republic of the Philippines
Department of Education
REGION VII - CENTRAL VISAYAS

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23 DEC 2025

Office of the Regional Director

received SGOP:
12/23/25 @ 1:24 pm
23 DEC 2025

REGIONAL MEMORANDUM

No. 1288 s. 2025

ADVISORY: MILO® CHAMP RUN

To: Schools Division Superintendents
Assistant Schools Division Superintendents
All Others Concerned

1. This has reference to the letter from Nestlé Philippines, Inc. regarding the conduct of the MILO® Champ Run in selected schools in Region 7, as part of MILO's advocacy to promote health, fitness, and an active lifestyle among learners.

2. Participation shall be subject to the discretion of the Schools Division Superintendent and must adhere to existing DepEd policies, particularly:

- DepEd Order No. 012, s. 2025 titled "Multi-Year Implementing Guidelines on the School Calendar and Activities";
- DepEd Order No. 9, s. 2025 titled "Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith", ensuring no disruption of classes;
- Republic Act No. 5546 titled "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", issued in DepEd Order No. 19, s. 2008 and reiterated in DepEd Memorandum No. 41, s. 2024, ensuring adherence to the no-collection policy; and
- DepEd Order No. 28, s. 2001 titled "Prohibition the Commercialization of the DECS Organization Through Endorsements and Accreditation of Goods and Services", and any other relevant provisions, serving as the policy on non-commercialization.

3. For guidance and information.

12-168

DEPED TAGBILARAN CITY DIVISION
SDS OFFICE
DOWNLOADED

SALUSTIANO T. JIMENEZ JD, EdD, CESO III
Director IV
Regional Director

BY DATE: 12/23/2025

STJ/FYA/ESSD/TTP/jpj



Doña M. Gaisano St., Sudlon, Lahug, Cebu City
Telephone Number: 639773295904 local 700



DepEd Tayo Region VII



region7.deped.gov.ph



Nestlé Philippines, Inc.

3-1 Plaza Drive
Rockwell Center, Makati City 1200
Phone: (632) 756-30-01; (632) 898-00-01

December 15, 2025

DR. SALUSTIANO JIMENEZ

Regional Director
Department of Education
REGION VII

Thru:

Tomas Pastor
Chief Education Supervisor
Education Support Service Division (ESSD)

Dear **Dr. Jimenez**,

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. MILO® as 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 through our line-up of sports programs. It is for this reason that we are requesting once again DepEd's endorsement for our sports programs in 2025 to 2026 which is the MILO Champ Run detailed below.

MILO® CHAMP RUN

Starting nearly five 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. As part of the advocacy, MILO® come up to the idea to let the kids from school run and be the next champion!

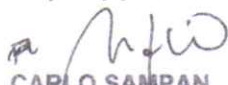
Now on its 1st edition, the MILO® Champ Run will be running in the selected school from the Region. There will be three (3) categories (i.e. 1K, 3K, 5K Fun Run).

For more details, please contact:

1. Ms. Geraline Lachica, Milo Sports Regional Coordinator of East Visayas at 09260829476/ 09915341537/ 09685520182 or via e-mail address: gsancard_07@yahoo.com / geraline.cardosa@gmail.com

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

Very truly yours,


CARLO SAMPAN
AVP-Head of MILO Sports

Copy furnished:
Usec. Malcolm S. Garma