DIVISION MEMORANDUM
No. 978 , s. 2026

IMPLEMENTATION OF THE MILO CHAMP CAMP PHYSICAL FITNESS ACTIVITY EVERY FRIDAY DURING CLUBBING FRIDAYS

To: Assistant Schools Division Superintendent
Chiefs – CID & SGOD
Public Elementary and Secondary School Heads
School Sports Coordinators
School Club Advisers
All Others Concerned

1. In support of the Department of Education's continuing commitment to promote learner health, physical fitness, and holistic development, the Schools Division of Tagbilaran City, in partnership with the City Government of Tagbilaran and Nestlé Philippines, Inc. through its MILO brand, shall implement the MILO Champ Camp Program in all participating schools for School Year 2026–2027.

2. The MILO Champ Camp is a health and wellness initiative that engages learners in physical fitness activities through structured sports modules developed in partnership with the University of the Philippines College of Human Kinetics. It aims to develop fundamental sports skills, encourage active participation in physical activities, and promote healthy lifestyle practices among learners.

3. To facilitate its implementation without disrupting regular classroom instruction, all participating schools shall conduct the MILO Champ Camp Physical Fitness Activity every Friday at 3:00 PM during the scheduled Clubbing Friday activities, subject to the following guidelines:

a. Schedule and Duration. The physical fitness activity shall commence at exactly 3:00 PM every Friday, utilizing the designated Clubbing Friday period. Each session shall include approximately twenty (20) minutes of structured physical exercises based on the MILO Champ Camp sports modules.

b. Participants. Learners enrolled in the participating school clubs shall be encouraged to participate in the activity. School Heads shall ensure inclusive participation and appropriate arrangements for learners according to their age, physical capabilities, and safety needs.

c. Venue and Facilities. School Heads shall designate an appropriate open space, covered court, or other suitable school facility where learners can safely perform the physical activities.

Address: Rajah Sikatuna Street, Dampas District, Tagbilaran City, Bohol 6300
Telephone Nos.: (038)427-1702; (038)427-2506
Email Address: tagbilarancity.division@deped.gov.ph

d. Facilitation and Supervision. Club Advisers, Sports Coordinators, and other designated teachers shall facilitate and supervise the activities, ensuring that the prescribed exercises are properly demonstrated and performed.

e. Conduct of Activities. Schools shall utilize the sports and physical fitness modules provided under the MILO Champ Camp Program. Activities shall be conducted in an organized and enjoyable manner, encouraging teamwork, sportsmanship, discipline, and active participation.

f. Health and Safety Measures. Teachers shall ensure that learners are physically ready to participate, provide appropriate warm-up and cool-down exercises, and observe necessary precautions to prevent injuries. Learners who are unwell or unable to participate in strenuous activities shall be given appropriate consideration.

g. Nutrition Component. Following the physical fitness session, the provision of a cold cup of MILO to participating learners shall be coordinated with the authorized MILO representatives, subject to the agreed program arrangements and applicable school policies.

4. School Heads shall take the lead in organizing and monitoring the weekly implementation of the activity. They shall ensure that the MILO Champ Camp is integrated into the existing Clubbing Friday schedule and that the conduct of the activity does not compromise the delivery of required learning competencies and other scheduled school activities.

5. The program shall commence in November 2026 and continue until the end of School Year 2026–2027. Schools are encouraged to sustain the initiative as part of their continuing efforts to promote physical fitness, nutrition awareness, and learner well-being.

6. For guidance, strict compliance, and appropriate dissemination.

WILFREDA D. BONGALOS, PhD, CESO V
Schools Division Superintendent

WDB/JAAL/MCC/lem

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Nestlé Philippines, Inc.

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

DR. WILFREDA D. BONGALOS PhD, CESO V
SCHOOLS DIVISION SUPERINTENDENT
Office of the Schools Division Superintendent
DepEd SDO of Tagbilaran City Bohol

Dear **Dr. Bongalos,**

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 phyiscal welfare of Filipino families, including our learners. As MILO celebrates its 59th 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 **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 starting on October 2026 up to the end of the SY 2026-2027

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,

HANS CHUA
MILO Champ Camp Head

CARLO SAMPAN