



Republic of the Philippines  
DEPARTMENT OF EDUCATION  
Region VII, Central Visayas  
DIVISION OF CEBU PROVINCE  
Sudlon, Lahug, Cebu City



June 24, 2014

DIVISION MEMORANDUM  
No. 289 s. 2014

### THE CINEMA REHIYON

**To: Assistant Superintendents  
Education Supervisors/Coordinators  
District Supervisors/OICs  
Elementary and Secondary School Heads  
Heads, Private Elementary and Secondary Schools**

1. Attached is a letter from Maria Victoria Beltran, Execom Member, Representing the Visayas, National Committee on Cinema, inviting the men and women in DepEd to audience Lilas Binisaya, a fiesta on Visayan Cinema this November 28 to 30, 2014 and the Cinema Rehiyon, the biggest arts and culture event to happen in Cebu in 2015.
2. Attendance of interested participants to this event is voluntary and no government funds shall be involved.
3. Dissemination of this Memorandum is desired.

  
**ARDEN D. MONISIT, Ed. D.**  
Schools Division Superintendent

**Telephone Numbers:**

Schools Division Superintendent (032) 255-6405  
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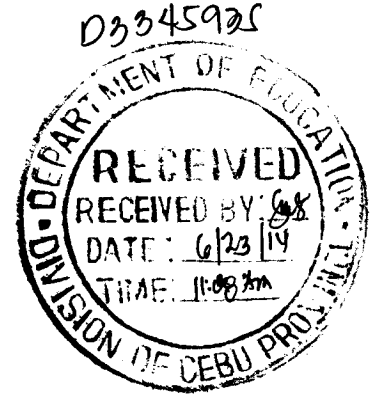
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Lilas  
BINISAYA



DR. ARDEN D. MONISIT  
Schools Division Superintendent  
Dep-Ed Cebu  
Sudlon, Lahug, Cebu City



Dear Dr. Monisit,

Good day!

The Filipino youth constantly pursue new, unique diversions especially in movie entertainment other than the typical mainstream fare. It is for this need that the National Commission on Culture and Arts hosts every February in celebration of Philippine Arts and Culture month, THE CINEMA REHIYON, an event committed to the movies made by regional creative workers who deliver alternative, diverse movies for audiences to experience and enjoy.

Soon to be on its 7th year, Cinema Rehiyon was previously hosted in Cagayan De Oro (2014), Los Baños (2013), Bacolod (2012), Davao (2011) and the Cultural Center of the Philippines (2010, 2009). These Cinema Rehiyons drew in thousands for their audiences and participants, proving the growing popularity of the event as well as the need for audience's for alternative movie fare.

Endorsed and supported by the Province of Cebu, the Cinema Rehiyon 7 promises to be the biggest arts and culture event to happen in Cebu this 2015! The experience for diverse yet homegrown cinema will appeal to the general public, and a unique educational discovery for students at secondary and tertiary levels from all of the region.

Cebu is proud to host Cinema Rehiyon 7 this coming February 21 to 24 where 100+ delegate movies from the country's various regions will be screened for audiences. To herald this national festival Cebu will also celebrate *Lilas Binisaya*, a fiesta on Visayan cinema this November 28 to 30, 2014.

The Executive Committee humbly request your esteemed office's endorsement to both events. The Executive Committee humbly believes that *Lilas Binisaya* and the Cinema Rehiyon7's success is certain with your endorsement. It is also the committee's goal to forge a mutually beneficial collaboration with the Schools Division of Cebu City.

If you wish to inquire further about *Lilas Binisaya 2014*, The Cinema Rehiyon 2015 and the Executive Committee, please reach the contact information provided in this letter. You can also reach the Festival Coordinator, Mr. Ron Heri Tan through 518-3841; (+63) 943 542 2898; (+63) 932 582 7018; [rtancinemarehiyon2014@gmail.com](mailto:rtancinemarehiyon2014@gmail.com). We would welcome the opportunity to meet and present you the highlights of these two events that rejoice Cebuano culture and cinema.

We look forward to your involvement.

Sincerely,

MARIA VICTORIA BELTRAN  
Execom Member, Representing the Visayas  
National Committee on Cinema  
And Festival Director, *LILAS Binisaya 2014* and CinemaRehiyon Cebu 2015

[facebook.com/cinemarehiyonofficial](https://www.facebook.com/cinemarehiyonofficial/); [facebook.com/pages/Lilas-Binisaya/](https://www.facebook.com/pages/Lilas-Binisaya/)



## CINEMAREHIYON 7 FILM FESTIVAL MISSION/VISION AND ORGANIZATION

### FESTIVAL SLOGAN:

**" At the Crossroads of the Seventh Art"**

### MISSION/VISION:

1. CR7 Film Festival should be a unique experience that will showcase regional films, promote the spirit of cooperation and camaraderie among filmmakers from Luzon, Visayas and Mindanao and appeal to the cross section of audiences living in Cebu City and other regions in the Philippines, while attracting global attention and appreciation, as we prepare for our own Cebu International Film Festival.
2. Our aim is to contribute to the development of strategic direction for nurturing the local film industry and establishing Cebu's position amongst the national and international film community.
3. The CR7 can be instrumental in the launch of key strategic initiatives at the festival including the planned establishment of the Cebu Film Connection (primarily for marketing and distributing of Visayan films) and bringing pro-social platforms to Cebu.

### EXECUTIVE COMMITTEE MEMBERS and FUNCTIONS:

#### CHAIRMAN: WILLIAM MAYO

As the Chairman of the NCCA Cinema Committee, he oversees the Cinema Rehiyon 7 Film Festival.

#### ARTISTIC DIRECTOR: TEDDY CO

As Vice Chairman of the NCCA Cinema Committee and artistic director of the Cinema Rehiyon 7 Film Festival, he curates all festival programming, overseeing the feature films, documentaries, animation and shorts selected for the Luzon, Visayas and Mindanao sections. He also curates the festival's workshop and forum programs.

#### FESTIVAL DIRECTOR: MARIA VICTORIA BELTRAN

The festival director holds the mandate to direct strategic and operational aspects of the festival.

#### FESTIVAL COORDINATOR: RON HERI TAN

The festival coordinator is responsible for marketing Cinema Rehiyon 7. He assists the festival director and is in charge of the day to day operation of the Cinema Rehiyon 7 Film Festival.

#### PROGRAMMING: CHLOE VELOSO

The programming department will be responsible for receiving the films and making sure that the screening of all films will be technically flawless, as well as the production of short videos and posters for the promotion of Cinema Rehiyon 7 Film Festival.

#### FILM SERVICES and PUBLICATION: DIEM JUDILLA

Film services and publication will be responsible for all the print and publication collaterals like the letters, catalogue, plaque of appreciation, programs, etc. at the Cinema Rehiyon 7 Film Festival.

#### GUEST RELATIONS AND HOSPITALITY: MARLON HOFER

The guest relations and hospitality department is responsible for the booking of flights, transfer, and other hospitality needs of the delegates and guests to the festival.

#### FINANCE COMMITTEE: ROXANNE OMAGA DORON

The finance committee is responsible for managing all businesses pertaining to the procurement of funds from the NCCA and other sources for Cinema Rehiyon 7 Film Festival, and together with the festival director, in the management of funds.

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[facebook.com/pages/Lilas-Binisaya/](https://facebook.com/pages/Lilas-Binisaya/)