



Region III

Phone (045) 961-2612/5617  
Angeles Sub-Office:  
Phone (045) 625-8525  
[www.visitmyphilippines.com](http://www.visitmyphilippines.com)  
[tourismregion3@gmail.com](mailto:tourismregion3@gmail.com)  
[support@visitmyphilippines.com](mailto:support@visitmyphilippines.com)  
PATA Gold Award Winner 2001  
Kalakbay Award 2001  
ASEANTA Award 2002

10 November 2013

APPEAL FOR HUMANITARIAN ASSISTANCE:

F O R : TOURISM-RELATED ESTABLISHMENTS

SUBJECT : DONATION FOR VICTIMS OF TYPHOON YOLANDA

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The unprecedented level of devastation wrought by the nastiest typhoon ever to hit this Planet this year has compelled the members of our local tourism community in Central Luzon to help alleviate the sad plight of our fellowmen in the Eastern and Central Visayas thru donations in cash or in kind.

PROJECT ALAY KO, BUHAY MO! CHARITY MISSION FOR VICTIMS OF TYPHOON YOLANDA will be launched at the lobby of SM City Clark starting on November 13 - 22, 2013 to call on everyone to show the least act of charity by donating part of their blessings for the benefit of affected people in that part of the island, particularly Leyte and Samar.

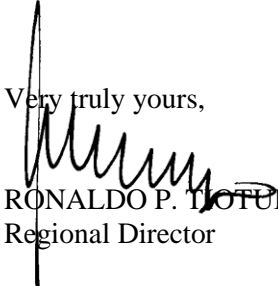
Our partners in this noble project would include SM City Clark, Hotel and Restaurants of Pampanga (HARP), Pampanga Agents Travel Society (PATS), Alliance of Travel and Tour Agencies of Pampanga (ATTAP), Assn of Tourism Officers of Central Luzon (ATOCEL) and Systems Plus and other tourism – related organizations.

May I now appeal to your unwavering human compassion to extend help to the families of thousands of casualties, the homeless and the ailing population by way of donation in cash or in kind. You may call on this office at Tel. No. (63 45) 625 – 8525 or 0939-904-5231 (Smart) and 0917-506-2221 (Globe). For cash donations, please use the following account at Banco de Oro (BDO) Number 00492-012-2821(Balibago Branch) for reference.

Once again, I am grateful for the accommodation you unwaveringly extend to our community-related projects and missions.

Warm wishes!

Very truly yours,

  
RONALDO P. TOTUICO  
Regional Director