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Republika ng Pilipinas  
**Kagawaran ng Edukasyon**  
Tanggapan ng Pangalawang Kalihim

**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 500<sup>th</sup> 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](mailto:blss.yfd@deped.gov.ph).

For immediate dissemination and appropriate action.

**ALAIN DEL B. PASCUA**  
Undersecretary



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**Office of the Undersecretary for Administration (OUA)**

[Administrative Service (AS), Information and Communications Technology Service (ICTS), Disaster Risk Reduction and Management Service (DRMMS), Bureau of Learner Support Services (BLSS), Baguio Teachers Camp (BTC), Central Security & Safety Office (CSSO)]

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