



PRESS RELEASE
ASC-070-2017

PHL CONSULATE GENERAL HOSTS RECEPTION TO CELEBRATE 119th ANNIVERSARY OF PHILIPPINE INDEPENDENCE



*Consul General Adelio Angelito S. Cruz and Madam Catherine Cruz
with the officers and staff of the Philippine Consulate General in Los Angeles*

Los Angeles, 27 June 2017 – The Philippine Consulate General hosted its official reception to commemorate the 119th Anniversary of the Declaration of Philippine Independence on 09 June 2017 at the Dream Banquet Hall in Central Los Angeles.

It was attended by about 250 guests, composed of Los Angeles County and City Officials, Filipino-American community leaders, heads of various business enterprises in and around Los Angeles, as well as members of the consular corps.

Remarks of the Consul General

Before his toast remarks, Consul General Adelio Angelito S. Cruz asked for a moment of silence to honor the innocent victims of the siege on Marawi City; Philippine Military personnel who sacrificed their lives in the service of our country; the tragic deaths of dozens of people at the Resorts World Hotel in Manila and the senseless death of many more innocent people all the over the world as a result of violence and terrorism perpetrated by misguided elements.

In addressing the gathering, Consul General Cruz acknowledged the support given to the Consulate General by the US Government through the State Department and the Office of Foreign Missions, this Consulate General's Host city, Los Angeles City through the Office of Mayor Eric Garcetti, and all other states and cities under its consular jurisdiction.

The Consul General mentioned that in choosing this year's *Kalayaan* theme, "*Pagbabagong Sama-Samang Balikatin*," President Rodrigo Roa Duterte reminds us that even after having gained freedom and independence more than a century ago, the task of nation-building does not end. "Effecting change and improving the national welfare is the collective responsibility of the Filipino people wherever we may be" he said.

He further stated that, "It is not only a civic duty, but a solemn obligation of every Filipino, regardless

of where they are, all over the world, to share their knowledge and wisdom in the continued development of our Motherland. Let us all work together to be proponents for a better Philippines, for a stronger nation and for a brighter future for all Filipinos”, he continued.

He concluded his speech by calling upon all Filipinos to continue to be guided and inspired by our forefathers’ shining examples of bravery, excellence and industriousness in our collective efforts towards building a more progressive and economically emancipated Philippines.

Cake Cutting and Highlighting ASEAN

The Consul General Cruz’ speech was followed by a cake-cutting ceremony, symbolizing the festive occasion as birthday celebration. Consul General Cruz was joined by Philippine Trade Representative Jose Dinsay, Philippine Department of Tourism-LA Director Richmond Jimenez and Philippine Honorary Consul in San Diego Audie De Castro.

The cake, featuring the Kalayaan 2017 logo, was proudly made *by Leelin Bakery & Café*. *Leelin Bakery & Café*, a Filipino-American owned company is involved in wholesale, supplying of food products, not only to popular Filipino supermarkets, but also to well-known mainstream retailers such as Ralphs and Albertsons, among others.

During the celebration, Consul General Cruz led the ASEAN group photo with the Consuls General of ASEAN Countries represented in Los Angeles. The Consuls General did the traditional ASEAN handshake onstage to highlight the Philippines’ ASEAN Chairmanship theme of “*Partnering for Change Engaging the World*,” which also coincides with the 50th Anniversary of ASEAN’s establishment.

Promoting the Philippines and its Enterprises

In keeping with its mandate to promote Filipino businesses, the reception also became the venue to promote newly-established Filipino-owned businesses:

Mr. Ferdinand Soriano, founder and owner took the stage to talk about Planet 63, an online portal directory aimed at linking global direct buyers with Philippine manufacturers. Philippine made products are the main attraction of this site.

Another Pinoy enterprise promoted that evening was *Kul-tu-ra Magazine*, a publication focusing on the Filipino-American and their friends in History, Art and Culture, Medicine, Lifestyle, Travel and Fashion.

Various Filipino food products and beverages were put on display by the Philippine Trade and Investment Center in Los Angeles (PTIC). This added to the exposure of various other Filipino enterprises that took part in the celebration such as Philippine Airlines, San Miguel Beer, LBC Courier Services, IEG Insider Entertainment Group, Leelin Bakery and Café, and Food-trients.

DOT produced videos promoting the Philippines’ top tourist destinations were played on large video screens in the event venue.

Local Government Joins Celebration

Consul General Cruz received proclamations on the 119th Anniversary of Philippine Independence from Los Angeles County, presented by Deputy Chief of Protocol, Lourdes Saab and from the Office of Los Angeles City Mayor Eric Garcetti, presented by Ms. Jessica Caloza, Scheduler of the Mayor’s Office.

Fashion Show

The celebration was concluded with a fashion show which featured the collection of Filipino designer Ms. Pia Gladys Perey. The creations featured all boasted materials and craftsmanship coming from the Philippines.

Featured in Vogue UK as one of the up-and coming brands to watch out for, Ms. Perey is a Fashion Designer whose dresses have been worn by such style icons as Angelina Jolie, Demi Lovato, Gabrielle Union, Courtney Lopez, Petra Nemcova, and Aisha Tyler, among others.

Her work has been featured in such publications as Tattler, WWD Japan, The Sunday Telegraph Australia, Cosmo Bridge Australia, CV Lux USA, Fashion 360, F.A.M.E.'s US Magazine, among others. She has also been worn on red carpets at the Golden Globes, Grammy's Emmy's and the American Music Awards.

The models who presented Ms. Perey's collection were candidates of the *Binibining Pilipinas USA*. A project of PTIC-LA, the fashion show was put together under the direction of Insider Entertainment Group LLC, a Filipino-owned event planning and management company based in Los Angeles.

The guests were treated to a sumptuous feast of flavors with Filipino-inspired fusion cuisine, washed down with the Philippines' finest beers and liquors.

The reception also featured well-known local Fil-Am singers Ms. Annie Nepomuceno, who lead the singing of the Philippine National Anthem and Ms. Christine Love, who sang the United States National Anthem. Local Fil-Am TV personality Ms. Giselle "G" Töngji, host of Kababayan Today, LA 18 TV lent her services as the program's master of ceremony. END.



Los Angeles County Deputy Chief of Protocol Ms. Lourdes Saab presents a proclamation from the LA County Board of Supervisors to Consul General Cruz.



Ms. Jessica Caloza (3rd from L) presents a proclamation from Los Angeles City Mayor Eric Garcetti to Consul General Cruz.



ASEAN Unity Photo. (L-R) Indonesian Acting Consul General Patricia Sri Endang Agustini, Myanmar Consul General Aung Soe Win, Consul General Cruz, Cambodia Honorary Consul General Kim Chha Hout and Thai Consul General Tanee Sangrat.



(L-R) Trade Representative Jose Dinsay, Consul General Cruz, Honorary Consul Audie de Castro and Tourism Representative Richmond Jimenez cut the Independence Day cake.



(R photo center) Filipino Designer Pia Gladys Perey with the models who presented her collection in a fashion show.

