

Search for exemplary families continues with the 2nd Jollibee Family Values Awards

The country's number one fast food chain continues its commitment to promote positive Filipino values and social responsibility that starts right at home through the 2nd Jollibee Family Values Awards (JFVA). This annual recognition program aims to recognize model Filipino families whose strong ties and admirable qualities serve as inspiration to their communities.

To formally kick off this year's search for the five exemplary families, Jollibee hosted a roundtable discussion at the Eastwood Richmond Hotel with the topic "The Filipino Family in the Digital Age." Family welfare advocates - who will also be joining the 2012 Board of Judges - sat as panelists led by lawyer and media personality Atty. Adel Tamano, entrepreneur and proud mom Audrey Tan-Zubiri, marriage and family counselor Maribel Sison-Dionisio, and Jollibee Vice President for Marketing Albert Cuadrante. They discussed the effects of today's technology—such as social media, instant messaging, mobile phones, and the Internet—in shaping the values of the family and exchanged opinions and insights on whether technology strengthens or weakens family ties. Completing this year's board of judges are Jollibee Foundation President Grace Tan Caktiong, who will sit as the Chairman of the Board of Judges, Father Allan Abuan of the Center for Family Ministries, Department of Social Welfare and Development (DSWD) Undersecretary Alicia Bala, academician and columnist Dr. Queen Lee-Chua, and Jollibee Vice president for Human Resources Theresa Jotie. "As a company that upholds the well-being of families and children, Jollibee continues to champion the welfare of the Filipino family and the significant role it plays in building a nation of well-rounded and caring individuals," says Vice-President for Marketing Albert Cuadrante. "Through the Jollibee Family Values Awards, we aspire to further strengthen the foundations of the family by recognizing those who serve as inspiration to others through their joy, unity, optimism, and generosity." Last year, the first Jollibee Family Values Awards garnered over 1,300 nominations from all over the country. The five families who took home the first Jollibee Family Values Award were: the Cartojano family of General Santos City; Francisco family of Lucena, Quezon; Mercado family of Quezon City; Depla family of Sta. Maria, Bulacan; and Suplido family of Silay, Negros Occidental. These families stood out for their shared values and inspiring ways in which they have positively influenced their communities. This year, the five winning families will each receive a cash prize of P100,000, a trophy designed by renowned brass sculptor Michael Cacnio, roundtrip airfare tickets to any local destination from Airphil Express, whole-day passes to Manila Ocean Park, and P10,000 worth of Jollibee Gift Certificates. To join the search, nominators must simply accomplish the nomination form (available for free in all Jollibee branches nationwide or may be downloaded at Jollibee's corporate website -- www.jollibee.com.ph) and answer the questionnaire on the nominated family's suitability and eligibility. Deadline of submission of entries is on or before August 31, 2012. For further details on the Jollibee Family Values Awards, visit the nearest Jollibee branch or log on to www.jollibee.com.ph.