

Subject: Fwd: EARTHDAYJAM PARTNERSHIP WITH TPB ?
From: "Earthday Jam Foundation Inc." <earthdayjamfoundation@gmail.com>
Date: 2/23/2021, 12:03 pm
To: ocoo@tieza.gov.ph

Hon.GM Mark,

Congratulations and hope to set a meeting with you the soonest. I am sure you will find our campaign project in line with your mandate and we are open to collaborations .

.Pls reach me at 0917-8553439 for any queries.

Hope you look into the video teaser to get a good vibes of the campaign.We are ver open to collaborations. Please reach me at 0917-8553439 for queries. SALAMAT PO!

LOU BONNEVIE

President/Executive Producer/ Artists-In-Residence

Earthday Jam Foundation

email: Earthdayjamfoundation

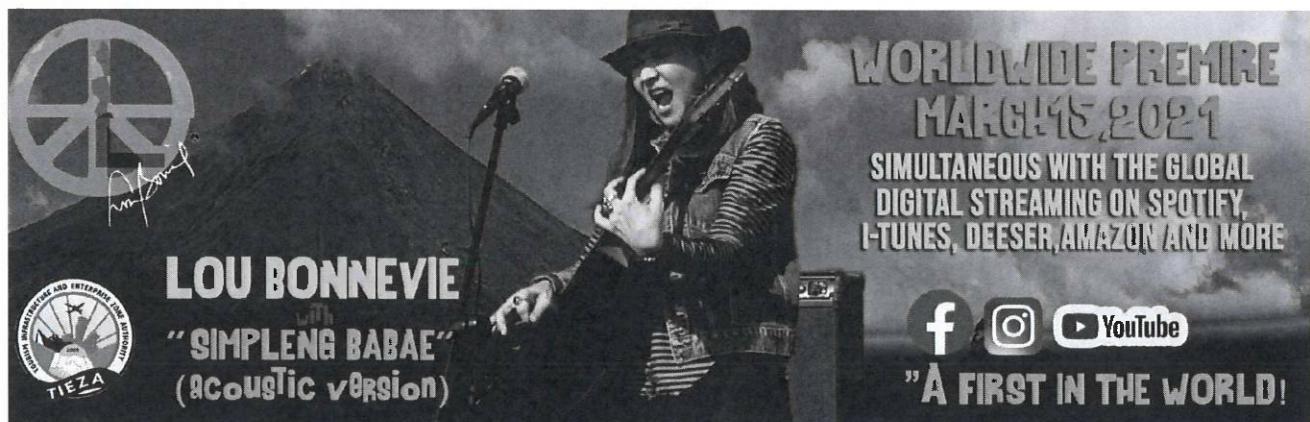
FB: earthdayjam foundation

YouTube Channel: Earthday Jam

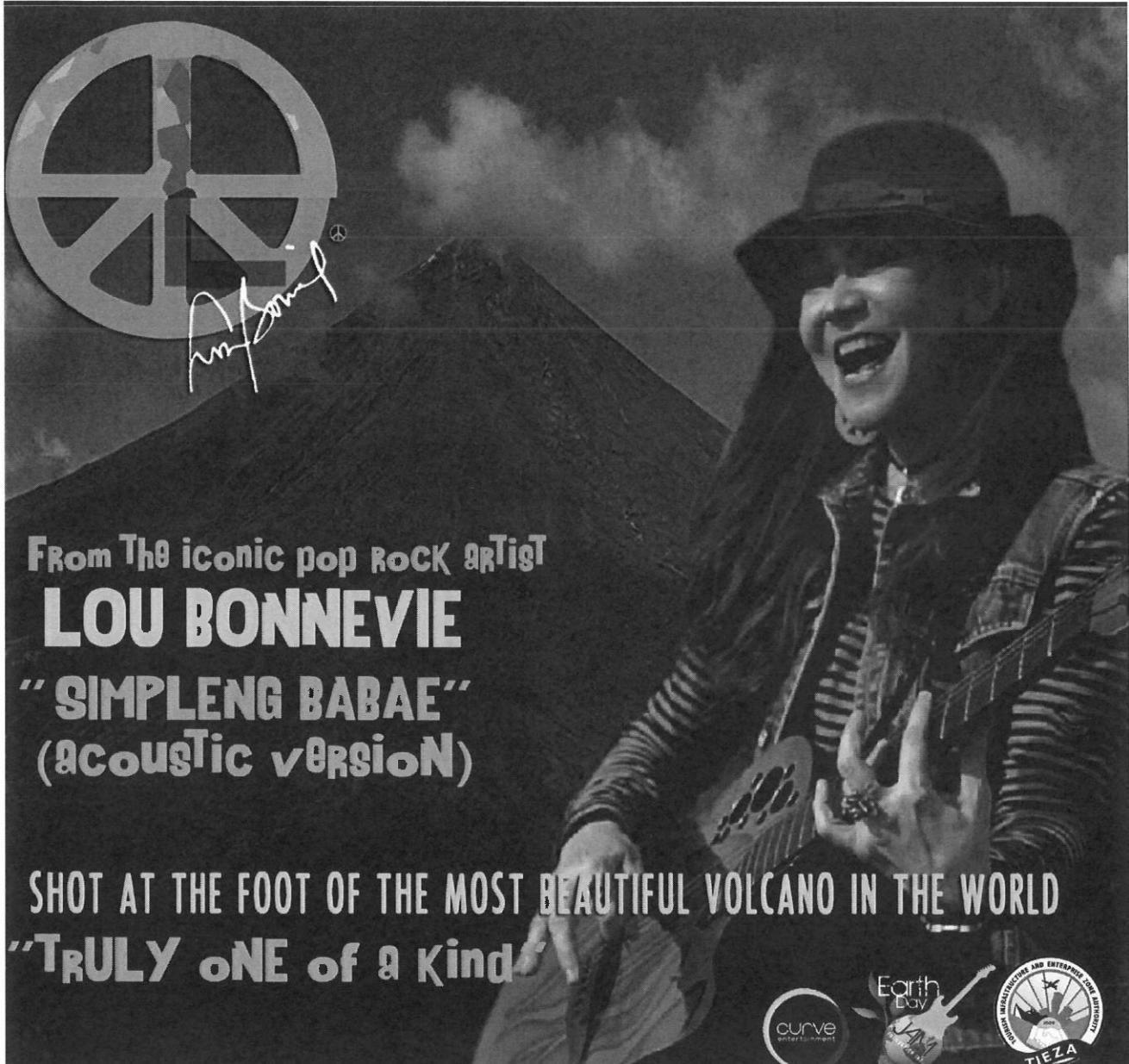


SIMPLENG BABAE@MAYON TEASER.mp4

—FACEBOOK DESIGN DRAFT WD TIEZA LOGO.jpg—



—lou cover spotify wd tieza draft.jpg—



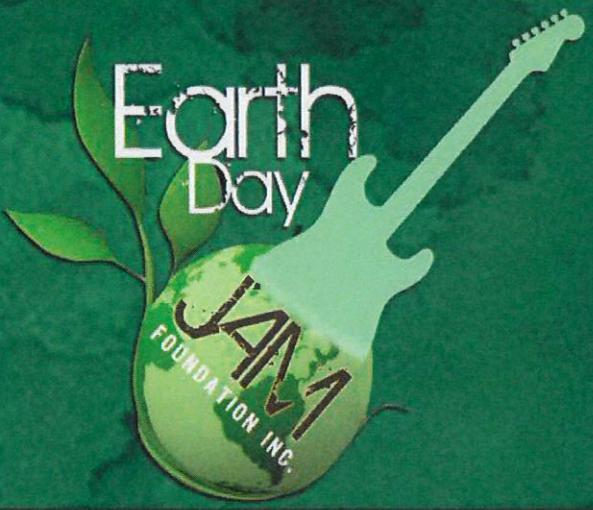
From The iconic pop ROCK artist
LOU BONNEVIE
"SIMPLENG BABAE"
(acoustic version)

SHOT AT THE FOOT OF THE MOST BEAUTIFUL VOLCANO IN THE WORLD
"TRULY one of a Kind"



—Attachments:

EARTHDAY JAM FOUNDATION FOLIO.pdf	2.5 MB
FACEBOOK DESIGN DRAFT WD TIEZA LOGO.jpg	318 KB
SIMPLENG BABAE@MAYON background.pdf	227 KB
lou cover spotify wd tieza draft.jpg	1.5 MB



EARTHDAYJAM FOUNDATION, INC

Together for the Environment!



Advocacy.
Music.
Awareness.

EARTHDAY JAM FOUNDATION, INC

OVERVIEW

Having initially started as a production company known as "Dimitri Productions" specializing in mass communications, advertising and line production of music and special events. It is a brain-child of an "artist couple", Lou Bonnevie and Toto Gentica, whose love and passion for music and the arts have found it to be the perfect vehicle to share, create and produce various shows and presentations, television specials and other music productions for both local and foreign clientele.

They have produced various environmental projects since the year 2000. It has partnered with government agencies DENR, DOT, Climate Change Commission, Philippine Tourism Authority or TIEZA, The Philippine Lung Center ; Partnership of Clean Air; Local Governments of Quezon City, Taguig, Dumaguete ,Cebu ,Pampanga and Albay as well as partnered with international agencies World Bank , MESCO (Spanish environmental agency) and the Governments of Norway , Australia and USAID (Environmental Sector). It has also produced numerous projects for the Academe like the University of the Philippines ,and has since created many significant projects that ranges from music festivals, video documentaries, benefit shows, theatre productions, coastal clean up, tree planting activities and childrens' presentations. It has also produced numerous songs and recordings for various environmental campaign-- to champion clean air, climate change, water conservation and the National greening program.

It was in the year 2012 when Dimitri Productions branched itself into a foundation. EARTHDAY JAM FOUNDATION, Inc. (EDJFI) is a shoot up from the 14 year long running project "EARTHDAY JAM". It was conceptualized and staged in celebration of the worldwide Earth Day commemoration. "TARA TARA SA CORREGIDOR Para sa Coastal Clean up" became EDJFI's maiden project . In October 2013, the first leg of "Earthday Jam On Tour (Visayas Leg)" took place as EDJFI's year-ender project .

Soon thereafter, it staged several "concept" productions to highlight and further foster its platform on its IEC (Information and Educational Campaign) . The Foundation started branching out with several pockets shows and reaching out to the other parts of the Philippines. Every event focused on a critical issue whether it was for the quality of water for the "World WaterDay Concert" ; the call for cleaner air with the "Clean Air Concert and Student Forum" ; for the preservation of our coasts and waterways " Tara Na Sa Freedom Island Coastal Clean Up and Tree Planting " or for the most critical issues on Climate Change with "CC Tunes (In Tune With Climate Change) . This opened more collaborations with various government agencies, NGO's and green corporations.



PROJECT HIGHLIGHTS

KASKAS,KALABOG,KALEMBANG NG PASKO, A Christmas Presentation for the benefit of the Day Care Children of Quezon City ,Years 2009 - 2011

GAYON BICOL, A Trade Fair and Music Tribute featuring Bicol artists in collaboration with Region 5 Department of Tourism and Gayon Bicol Association ,Years 2009-2012

PASASALAMAT,PAGTUTULUNGAN PARA SA KALIKASAN, A 25th Anniversary Presentation with the Department of Environment and Natural Resources

ENVIRONMENTAL HEALTH, PHILIPPINE ENVIRONMENTAL MONITOR AUDIO VIDEO PRESENTATIONS, Environmental Health discussed lengthily on Video produced in collaboration with MESCO,a Spanish Organization and World Bank

PHILIPPINES CLIMATE CHANGE IN COASTAL AREAS (A Community Adaptation Approach) , International video production for World Bank and the Government of Norway focusing on the environmental impacts on the coastal areas in the Philippine Islands

ANG CLIMATE CHANGE, Theme Song composed, arranged and produced for World Bank's Climate Change Campaign

DUCK RANGERS : RICE DUCKS TO THE RESCUE, a Documentary on the global winning project of the UP-Agriculture for the International Marketplace of World Bank;

THE ANILAO INTERNATIONAL CLEAN UP PARTY , in Celebration of the Coastal Clean Up Month and in collaboration with Dive Republic and various NGOs

THE FIRST PUERTO GALERA MUSIC FESTIVAL, In collaboration with the Puerto Galera Local Government and the Local ARTsist to promote the island as an ECO -Tourism destination

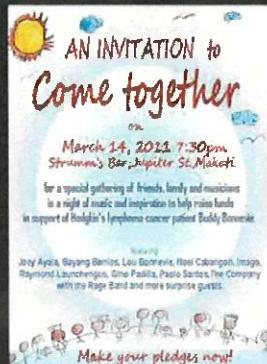
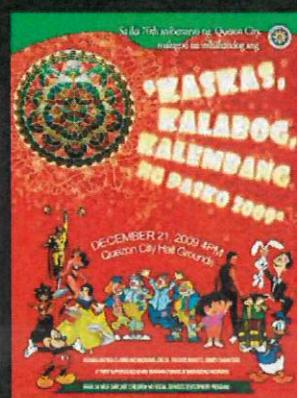
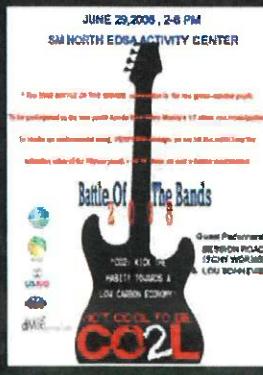
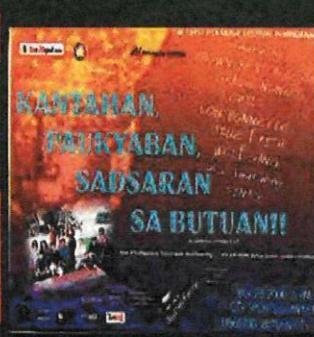
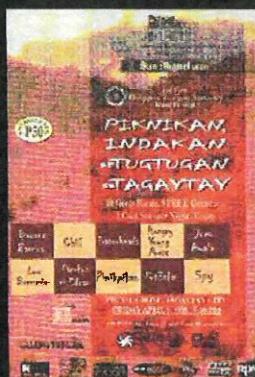
"THE FIRST BORACAY MUSICFEST :"WORLD MUSIC IN THE ISLANDS , in tandem with the Boracay Resorts Owners ,Local Government and Department of Tourism for the campaign promoting Eco-tourism.

"THE PHILIPPINE TOURISM AUTHORITY MUSIC FESTIVALS (1998-2000) , A Nationwide Festival to foster Philippine ECO-Tourism :

PIKNIKAN,INDAKAN AT TUGTUGAN SA TAGAYTAY

TUKAR, AMBAK AMBAK, SAYAW SAYAW SA DUMAGUETE

KANTAHAN,PAUKYABAN,SADSARAN SA BUTUAN

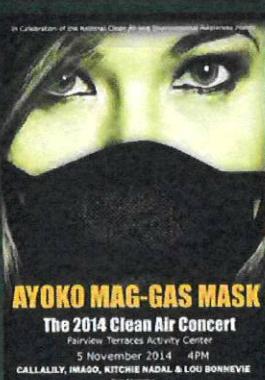




PROJECT HIGHLIGHTS 2



TARA, TARA, TARA SA CORREGIDOR ! (The Corregidor Coastal Cleanup 2012), A Historical Coastal Clean in the island of Corregidor with support from DOT and Corregidor Foundation



EARTHDAY JAM ON TOU (CEBU, DUMAGUETE, & PAMPANGA) The first leg of provincial concerts for the popular music tribute to Mother Earth in collaboration with The Ayala Malls, Robinsons' Malls, Local Government of Cebu and Pampanga and the Provincial and Local Governments of Dumaguete and DENR

THE 2013 CLEAN AIR CONCERT AND STUDENT FORUM

In celebration of the National Consciousness Month in collaboration with Environmental Management Bureau-DENR and Partnership of Clean Air and Trinoma Ayala Mall

THE WORLD WATER DAY CONCERT, The 2014 tribute to celebrate the International Water Day Celebration in tandem with DENR, AYALA MALLS and other stakeholders

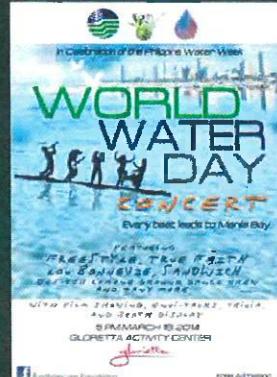
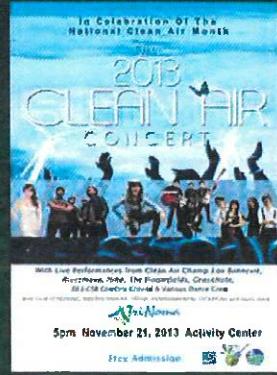
CC TUNES (IN TUNE WITH CLIMATE CHANGE), To highlight the National Campaign on Climate Change in collaboration with Public Affairs Office-DENR, Manila Water and Market Market Ayala Mall

MAKIBAYANIHAN SA PUERTO GALERA, In Celebration of the 2014 International Coastal CleanUp Day and in collaboration with the Local Community of Puerto Galera and the Resorts Association

TARA NA SA FREEDOM ISLAND, TARA NA SA

LPPCHEA! A Tree Planting Coastal Clean-Up Activity in tandem with the Las Pinas Paranaque Critical Habitat Eco-Tourism Area, Sipag Villar Foundation and other NGO and school organizations.

THE CLEAN AIR CONCERTS, YEARS 2013-2014 In Celebration of the National Clean Air Month and Environment Consciousness Festivities



Artists come together for climate change concert



*Press Releases



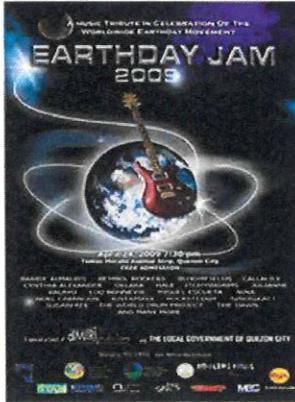
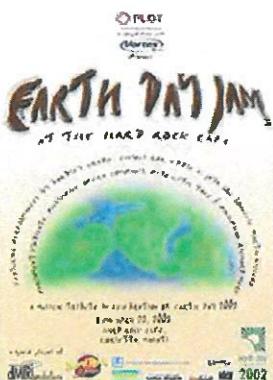
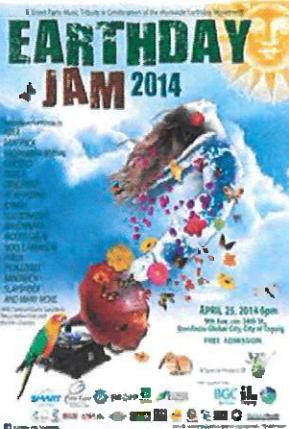
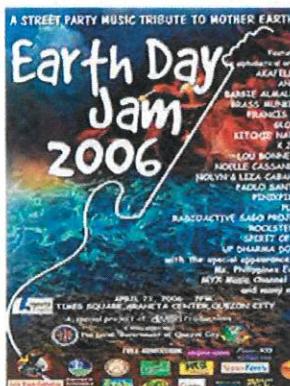
EARTHDAY JAM

The most important, The longest running,

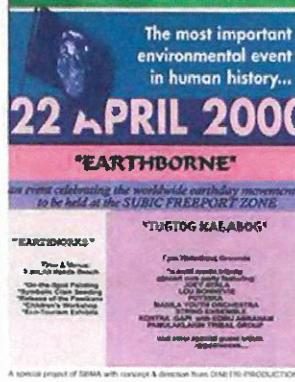
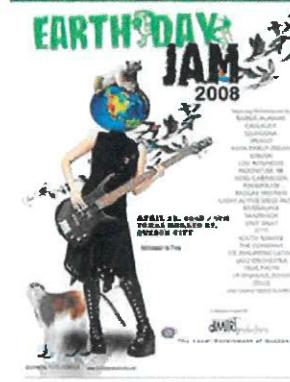
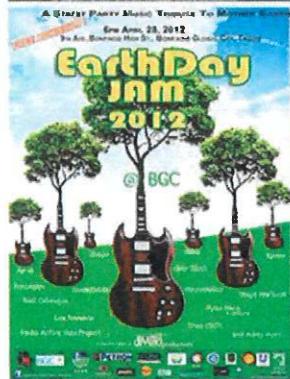
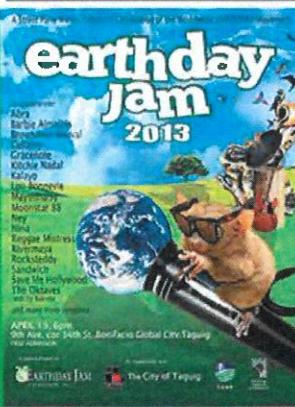
The biggest environmental music event in the history of the WORLD!

With over 100 artists performing and thousands of participants attending, EARTHDAY JAM continues to disseminate information on environmental care and preservation through music, visual arts and on-site exhibits.

2015 marks Earthday Jam's 15th anniversary and will present a 15 hour multi media music extravaganza .



**EARTHDAY JAM TWENTY YEARS
of music , advocacy,
partnership
and creating greater
environmental
awareness....**



EARTHDAY JAM FOUNDATION INC.'S OFFICERS & SUPPORT GROUP



Toto Gentica

**MUSIC DIRECTOR-ARRANGER, CREATIVE DIRECTOR-PRODUCER
EARTHDAY JAM FOUNDATION 'S Vice President & Treasurer**

A multi talented and multi awarded Musical Director, he launched his professional career as music director/arranger for the group Music & Magic. Around this time he also was the musical director/arranger of R & B and pop artist Gary Valenciano, pop diva Kuh Ledesma and pop-rock artist Lou Bonnevile, among others.

He composes and arranges commercial jingle compositions and productions for which he won several awards for his creativity. He scored numerous award winning movies including the iconic movie "Oro, Plata Mata" for which he won the Urian Awards for Best Musical Score.

He wrote and composed the original multi lingual Opera "LapuLapu" staged at the CCP and supported by national artist production designer Badong Bernal, veteran director Behn Cervantes and Japanese Lights guru Naomi Matsumoto.

In the new millennium, Toto branched his recording studio into a post video production outfit. He then produced and directed several AVPs and Infomercials. He also directed and edited some of his production into a TV Special. He recorded and composed several commissioned environmental songs and theme music such "Halina SamaSama Tayo" (For the National Greening Program); "Climate Change" (for World Banks' Climate Change Campaign) and "Hangin Ng Mundo" for DENR's Clean Air Campaign. To date, he is Earthday Jam Foundation Inc.'s Vice President and Resident Creative Director.

Midi Gentica

**MARKETING DIRECTOR-BUSINESS DEVELOPMENT MANAGER- ASSOCIATE PRODUCER
EARTHDAY JAM FOUNDATION 'S Corporate Secretary**

Graduate of La Salle's Organizational Communications with a Masteral Degree at Ateneo's Business School. He was the President of the Student Council and has acted as the Marketing Head of the Foundation since the Year 2010. Dabbles as spokspeson for the Foundation's television, radio and "live" promotions. He also occasionally writes and hosts for EDJFI's events.

ADVISERS /PARTNERS

EDJFI advisers include prominent personalities in the government, non-government, academe and civic society such as Former DENR Secretary and Climate Change Commission Adviser Bebet Gozun and Senior Adviser of Partnership For Clean Air Victoria Segovia. Regular Partners include DENR, through the Environmental Management Bureau and National Commission on Solid Waste Management; Partnership for Clean Air, Ayala Land and Ayala Malls, Foundation for Philippine Environment, Energy Development Corporation, Bright Maritime Corporation, Local Government of Taguig with media partners The Philippine Star, Business World and among others

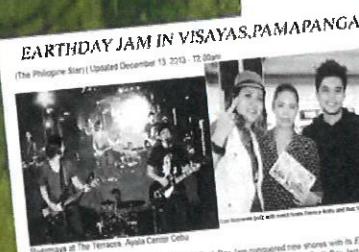


IN- HOUSE STAFF,ARTISTS & FACILITIES:

Audio Video Post Productions Studio with
**AUDIO-VIDEO EDITING FACILITIES
DIGITAL RECORDING
SOUND EFFECTS
DIGITAL VIDEO CAMERAS**

Organizational Staff: (Including Freelance)
**EXECUTIVE PRODUCER
MUSICAL ARRANGER/ASSOCIATE PRODUCER/DIRECTOR
PRODUCTION MANAGERS
STAGE MANAGERS
PUBLICIST & PR
PRODUCTION SECRETARY
PRODUCTION GOFERS
ACCOUNTANT/ BOOKKEEPER
IN-HOUSE SINGERS/ BANDS/ HOSTS
COMMERCIAL MODELS/TALENTS
MERCHANDISERS
COSTUME DESIGNER & SUPPLIER
VIDEO EDITORS**

Support Staff & Suppliers On Call:
**TV/AVP DIRECTORS
WRITERS
CHOREOGRAPHERS
CAMERAMEN/DOP
SOUND ENGINEERS
PRODUCTION DESIGNER
(SETS & BACKDROPS)
ART DIRECTOR/PHOTOGRAPHER
SOUND & LIGHTS DESIGNER & SUPPLY
VIDEO SCREENS SUPPLY
VARIOUS ARTISTS/BANDS/TALENTS
FOR RADIO, TV & STAGE**



MANILA, Philippines After its success in Manila, Earth Day Jam surprised new shores with its Earth Day Jam on Tour. Armed with a small yet solid group of artists and musicians, the team behind Earth Day Jam brought the same "Movement Through Music" concept to other parts of the country.
At The Terraces in Ayala Center Cebu, Earth Day Jam opened its concert to a semi-packed crowd with performances from local bands like Spilt, Dunes With Me Kita and Kaitlyn. Eco-artist-producer Lou Bonnevile performed with them and got the crowd up on their feet. Niva and Noel Cabangon were at the event and the group then flew to neighboring Davao City for another packed show. And less than a week, Earth Day Jam visited local band Skulape and Paradise Sun at the Robinsons Activity Center.

ENTERTAINMENT

↳ 'Lapu-Lapu' into rock opera

What *was* an 8-foot-tall statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *is* a rock musical? **Who** Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *is* a rock musical? **Who** Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

World View

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *is* a rock musical? **Who** Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

Applause

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *is* a rock musical? **Who** Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

World View

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *is* a rock musical? **Who** Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila **Why** Because it's a rock musical.

Who Behn Cervantes, the director of the CCP's National Theater, and Badong Bernal, the musical director.

What *was* a 200-year-old statue of Lapu-Lapu, the first national hero of the Philippines? **Who** would have thought that Lapu-Lapu, the first national hero of the Philippines, would be the subject of a rock musical?

When December 2000 **Where** The CCP, Manila



THE EDJFI Vision AND mission

Vision:

Earthday Jam Foundation Inc. envisions itself as a harbinger of environmental awareness through music and the arts.

It is consistent with the ever changing times and is attuned to climate change. Earthday Jam Foundation Inc. envisages the Filipino people, particularly the youth, to be mindful of their surroundings and more responsible in taking personal steps to lessening their carbon footprints on our planet.



Mission:

The Earthday Jam Foundation seeks to influence the general public by increasing their awareness of the importance of environmental preservation, conservation and management; to promote exploration, development, and appropriate use of the country's natural resources, alternative forms of energy and biological diversity including lands, minerals and wildlife.

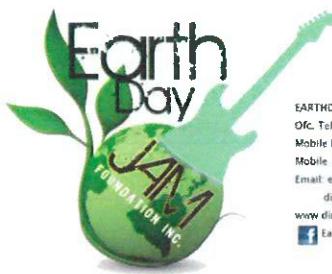
Through its core it aims to:

* Instigate relevant events to garner wide audiences and actively spread its cause.

*Partner with both local and international partners who share a common belief in saving the environment

*Continually improve its organizational structure and infrastructure in furtherance of its goals

*Expand to the ASEAN Region with the intention of inviting other Asian artists to collaborate for events



EARTHDAY JAM FOUNDATION, Inc.
Ofc. Tel/Fax : 8876991
Mobile Landline: 9853150
Mobile Cel: 0917-8553455
Email: earthdayjamfoundation@gmail.com
dimitriproductions@gmail.com
www.dimitriproductions.com
 Earthday Jam Foundation



advocacy
MUSIC
AWARENESS



earthdayjamfoundation@gmail.com / dimitriproductions@gmail.com

Feb 20,2021

GM MARK LAPID
COO

TIEZA (Tourism Infrastructure & Enterprise Zone Authority)

Greetings of Peace!

We write your good office to propose a forging of an alliance and/or partnership with TIEZA. We believe that our upcoming campaign is in line with your thrust and will be both beneficial.

I am heading an independent foundation, EARTHDAY JAM FOUNDATION, Inc. which is a duly registered non-government entity based in the Philippines and have been producing and engaging in various environmental and socio-conscious tourism(PTA), humanitarian activities for over 20 years now. We have partnered with several LGUs (QC, Taguig, Manila) and government agencies, World Bank and the Government of Norway, Japan Foundation and Japan Artmic Record label. To date, we have produced the 22 year old "Earthday Jam" which is acknowledged as the longest running, biggest music esrthdsy tribute in the world". (Kindly see our profile brochure for more details)

To date, being an artist as well as an iconic pop rocker, clean air champion and eco-artist/producer –our Foundation have come up with a TOURISM CAMPAIGN SOJOURN to help boost our local domestic tourism and to likewise put our country's exemplary eco-tourism destination in the world map.

And since we believe that music and digital platforms is the fastest way this achieve this, we have put targeted extraordinaire destinations to produce music video wd original Pinoy music (with English translation for global release). Many foreigners have produced global music videos here in specific Philippine eco -tourism place (like El Nido, Palawan), but NOT one Filipino artist have tried to come out with one that we can boast of.

For our first venture, we traveled to Albay, at the foot of the second most beautiful volcano Mayon in the world with its perfect cone despite constant eruptions. It proved exhausting and logistically difficult but the mission to create a world class music video featuring my original song "Simpleng Babae" and showcasing the beauty of the Philippines has proven worth it. The video features Tabaco City Albay, Tabaco Public Market, and the beautiful quint municipality of Sto Domingo (where the classic Bicolano song "Sarung Banggi" originated). The style adapted was modern, universal and global. Our team collaborated wd creative local artists to showcase the beauty and nature of the places and how simplicity in appreciating this nature can be uplifting!

"Simpleng Babae" is composed and owned by our Foundation and was first released in 1996 so it has somewhat a recall. This time it was given an acoustic, fresh take with all female band backing me up as guest musicians.

OUR MISSION AND DIRECTION

Due to the worldwide pandemic, we have diverted our plans and channeled our initiatives to ONLINE sessions by world premiering the Music Video in our Youtube channel (Earthday Jam Foundation, Facebook Live and Lou Bonnevie Channel). Furthermore, we are willing to give you the rights to use the song to promote our country and use for your other campaigns with all rights waived. We are confident that this song will be monumental.

All we ask for is to recoup our Foundation's advances so we can sustain our other campaign (tree planting, Nature writing and Climate crisis ART competition, among others).

We are requesting for

- OPTION A: P250,000 Nett donation which will entitle you the following
1. Right to use the song for 3 years in all of your campaign; (for Fair Use only)
 2. Co presentorship Billing in all collaterals including the premier launch in YOUTUBE and Facebook targeted on March 15 ;
 3. Edit down of derivative short versions for your purpose (60 sec.);
 4. 2-3 minuter AVP message or AVP from TIEZA to promote its other destination and campaign that will be played before the airing of the music video .
 5. Billing as partner and inclusion of your LOGOS in all pre publicity and promotions.
 6. All talents fees (singer, musicians, fare tickets, editing, shoot, production.logistics shall be covered by Earthday Jam Foundation .

OPTION B: 100,000nett donation which will entitle you the following

1. Co- Presentorship with Eathday Jam Foundation of the music video in all outin
2. 2-3 minuter AVP message or AVP from TIEZA to promote its other destination and campaign that will be played before the airing of the music video .
3. Billing as partner and inclusion of your LOGOS in all pre publicity and promotions.

Furthermore, ay we **request for an immediate meeting with you or your representative** so we can present everything in details .This video can just be a beginning of a partnership wherein we can provide your specific target and other places IN THE Philippines we intend to shoot. We are open to collaboration and other ideas.

Despite or covid situation, we know you that your agency believes in this endeavor .Your support will not only help our Foundation but all local crew involved . With the support of more affiliate agencies, like DEPED (whom we are currently workig with), it will push local tourism among the young. Furthermore, the song will be released WORLDWIDE FOR STREAMING in spotify, itunes, amazon, deeser and all digital platform that should give us more opportunity to be in the world map. Furthermore, we are negotiating for Youtube to premier it for at least 12 hours on March 15.

Attached Earthday JamFoundation Portfolio and the TEASER of the VIDEO. Since our target date is around the corner, we request for your most favorable response the soonest. Dio Mabalos Po and Mabuhay



LOU BONNEVIE
Exec Producer/ President
Earthday Jam Foundation, Inc
0917-8553439
Email: earthdayjamfoundation@gmail.com

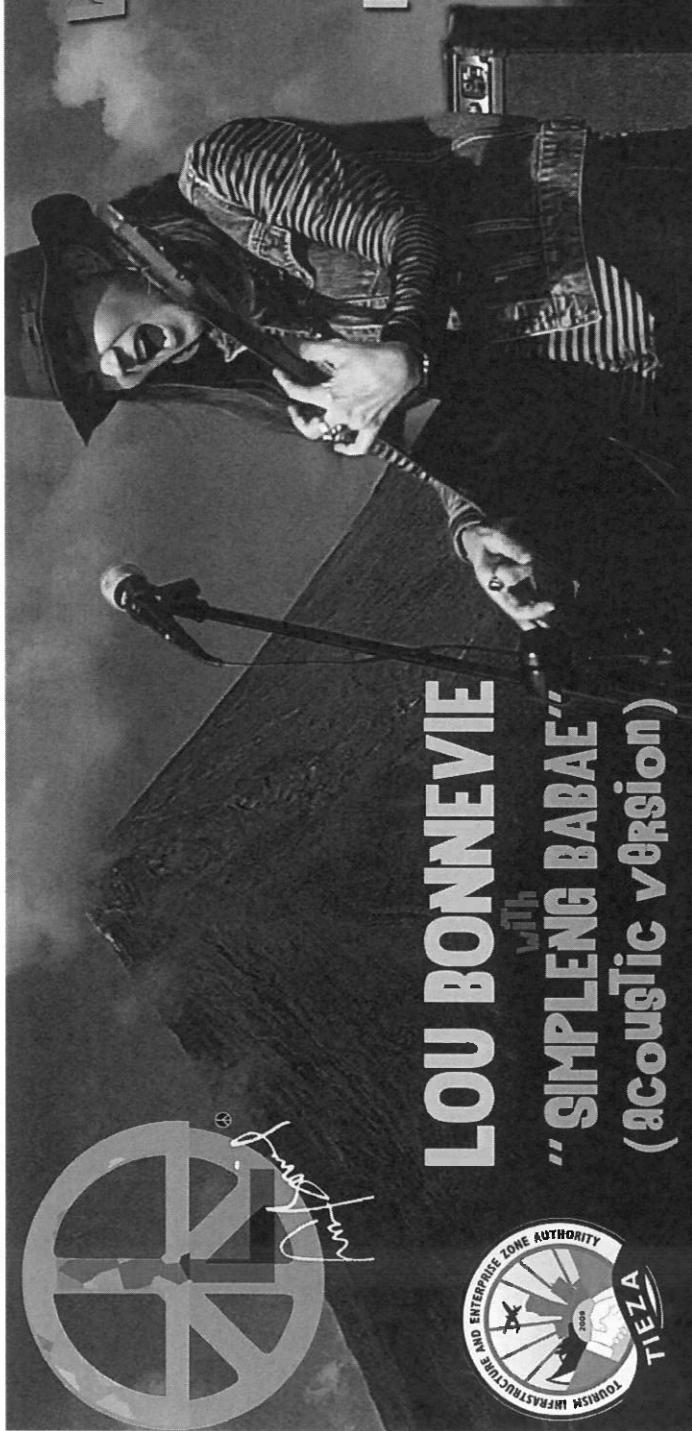


TOTO GENTICA
VP/Creative Director
Earthday jam Foundation

WORLDWIDE PREMIERE

MARCH 15, 2021

**SIMULTANEOUS WITH THE GLOBAL
DIGITAL STREAMING ON SPOTIFY,
I-TUNES, DEESER, AMAZON AND MORE**



LOU BONNEVIE

**WITH
“SIMPLENG BABAE”
(Acoustic version)**



“A FIRST IN THE WORLD!

From The iconic pop Rock artist
LOU BONNEVIE
"SIMPLENG BABAE"
(acoustic version)

SHOT AT THE FOOT OF THE MOST BEAUTIFUL VOLCANO IN THE WORLD
"TRULY ONE of a Kind"

