

To: All SJI, TNGC Team members
From: Marketing Team
Re: **August Online Story Contest**
Passing Life’s Greatest Values to my Hija
Date: Augusts 1, 2024

Greetings everyone!

Our values are present in every milestone, and these are the values we wish to pass on to future generations. We are excited to announce our online story contest for the month of August with the theme “Passing Life’s Greatest Values to my Hija”. This contest provides an opportunity for our clients to share the values they have instilled in their daughters, inspiring others through their stories.

Please see the details below and share the good news to our dear clients, family, and friends:

- WHAT:** “Sparkling Connections: Passing Life’s Greatest Values to my Hija”.
- WHEN:** August 1, 2024 –September 8, 2024 (Last Submission of entries)
- ANNOUNCEMENT:** September 13, 2024 (Winner to be announced on our Social Media postings)

HOW:

1. Mechanics

- The online story contest is open to all parents that has a daughter. They must be a follower of our social media platforms which includes Facebook & Instagram.
- Employees and relatives up to third consanguinity of SJI and other affiliated companies are not allowed to join the contest.
- The participant must comment on the main post of the contest with a memorable photo of you and your Hija (daughter), entry must share a brief story of *the values you want to pass on to your Hija (daughter)* (brief story must be 150-300 words only).
- Participant must tag their partner or mention the name of their daughter (if with FB) and tag 5 FB friends.
- The main post of the online story contest full details will be posted in our official FB Page.

2. Prize

- Winner will get to enjoy a special **dinner** with his or her daughter, with a cake.

3. Awarding of Winner

- Awarding of the winner will be done in the store which is closest to the participant.
- If there is no Sophia Jewellery branch in the winners' location, the awarding will be conducted via Zoom.

For any questions or concerns regarding the contest you may contact M’ Chang Laran at 0917-7957-505.
Thank you.



Darlyn D. Espiritu
Marketing Director