

To: All SJI, TNGC Team members
From: Marketing Team
Re: **Mother's Day Online Story Contest**
A Mother's Imprints: Lessons that last a lifetime
Date: May 7, 2024

Greetings everyone!

This Mother's Day, let's come together to celebrate the extraordinary women who fill our lives with unconditional love and care. Honoring moms who have shaped us into who we are today and appreciate the irreplaceable lessons they have taught us. As we celebrate Mother's Day, it is the perfect moment to encourage our clients to participate in our online story contest.

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

WHAT: "A Mother's Imprints: Lessons that last a lifetime Online Story Contest".
WHEN: May 5, 2024 –May 15, 2024 (Submission of entries)
ANNOUNCEMENT: May 17, 2024 (Winner to be announced on FB Live Selling)
HOW:

1. Mechanics

- The online story contest is open to all audience. They must be 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.
- Comment on the main post of the contest. Together with the photo, entry must include a ***story about the valuable lessons a mom taught them that empowered them.***
- Entries should have a brief story of not more than 150-300 words.
- Participant must tag their mom and their 5 friends on their comment.
- The main post of the online story contest full details is posted in our official FB Page. For more information visit the link <https://rb.gy/nl2m3w>.

2. Prize

- Participant (mom and child) will get a chance to win a Self-care Pamper Package with a bouquet and cake for mom.

3. Awarding of Winner

- The awarding of the winner will be done in the store which is closest to the client.
- If in case the winner is not residing in the area where our stores are located, we will provide an e-certificate

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

Thank you.


Darlyn D. Espiritu
Marketing Director