



ENCORE PERFORMANCE—CHARICE ON CITIZEN PINOY. With spine-tingling performances with Andrea Bocelli in Tuscany and Celine Dion in Madison Square Garden, watch Charice's encore performance on Citizen Pinoy in Chicago. Join hosts Attorney-to-the-Stars Michael J. Gurfinkel (left) and broadcast personality Gel Santos-Relos (right) when they bring you Citizen Pinoy this Sunday at 5:40 pm (PST), with a replay on Tuesday at 11:20 pm (PST) on TFC. Citizen Pinoy also airs on ANC-US every Sunday at 1 am, with replays on Sunday at 9 am and Thursday at 8 pm, all PST; and on ANC-Philippines every Sunday at 4 pm, with replays at 12 midnight on Mondays and Friday at 11 am; all PST.

StarKargo gives away 'Wowowee' backpacks via holiday promo

REDWOOD CITY, CA— For the fast-approaching holiday season, ABS-CBN International's StarKargo responded to the clamor of customers for show-branded items as giveaways. Thus, StarKargo has launched a Christmas promo this year where one backpack of the leading noontime variety show on TFC, *Wowowee*, will be given away to any customer who will send two *balikbayan* boxes via sea from now till November 30 or while supplies last.



Willie Revillame receives his Outstanding TV Host award from the organizers of the 19th Annual Consumer's Union of the Philippines Awards. (ABS-CBN Global)



StarKargo's *Wowowee* backpack Christmas promo giveaway (ABS-CBN International) awards for all the cast and crew's hard work. *Wowowee* was proclaimed the "Outstanding Noontime Entertainment Program" and Willie Revillame as the "Outstanding TV Host" at the 19th Annual Consumer's Union of the Philippines awards, held at the Manila Hotel and attended by the whole *Wowowee* team. A few hours after, the group accepted another award, the "Televisionary Excellence – Best Host" from the *Philippine Star* which was held at the Embassy Club in Manila. *Wowowee* is also nominated as "Best Noontime Show" in the 2008 PMPC Star Awards for TV. To avail of StarKargo's Christmas promo, call (866) STAR-555 or (866) 7827-555. (Advertising Supplement)

DirectTV TFC as an effective learning tool

THE Filipino Channel (TFC) does more than just entertain expatriates looking for a touch of home; it can also be used as an effective learning tool. "With so many Filipinos living abroad and raising their children at the same time, it's important for those kids to learn to speak Tagalog," said Fernando Legaspi Bernabe, owner, president and CEO of Long Beach-based FLB Corporation. "We have parents from the Philippines whom we bring over [to the US] and when they are here, they are lonely," said Bernabe. "We want our mom and dad to be happy and the only solution is to subscribe to TFC [The Filipino Channel] so they can be happy. They can watch all the Filipino movies or soaps they want for the whole day." "But it's really important especially for the kids," he added. "We need our kids to learn to speak Tagalog. It's a good learning tool." Bernabe knows this well. The 46-year-old originally from Bulacan, Philippines arrived in the US in 1994. As the president and owner of FLB Corporation, which provides TFC for DirectTV subscribers, his family has benefited from having TFC in their home.

"If you have a kid here, you want them growing up learning to speak Tagalog," he said. "You have to put TFC on so your kids can watch the Filipino cartoons, *Wowowee*, or movies just so they [can] speak a little Tagalog or understand." He said it helps quell the cultural barrier. "A lot of times, our mother, father, grandmother or grandfather doesn't speak English," added Bernabe, who has two kids, ages four and two. "My mother and father don't know how to speak English. I want my kids to understand what my grandma is saying so they can respect my grandma. I don't want my kids to ignore my grandma." Bernabe assures new DirectTV subscribers that they could get a really great deal now. It costs \$34.99 a month extra to have TFC and GMA programming in their homes. But right now, a new subscriber can receive over 120 basic satellite channels, with three months free HBO, Showtime and Star on a DVR box for \$9.99 for the next 12 months. For more information, contact Bernabe at (310) 816-9371 or toll free (877) 532-2677; or send an e-mail to FLBCorporation@aol.com. (Advertising Supplement)

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