

PNB Cargo goes into full swing with its Christmas promo



Let the season of Filipino giving begin. Membership has its privileges indeed. If you are a Global Filipino Card (GFC) member, for every regular or jumbo box you send from October 15 through December 31, 2008, you get a \$5.00 discount off the regular fee. Not a member yet? It's easy. Come to any PNB Remittance Centers, Inc. branch near you to get your Global Filipino Card, or simply call toll free 1 800 762 8788 to find out more. Call 1-888-PNB-HATID or 1-888-762-4284 to schedule a pick-up right now.

NOTHING could be more symbolic of the generous spirit of Filipino gift giving than the *balikbayan* box.

Aiming to serve the Filipino-American community's need to express its caring, generous spirit in more and better ways, PNB Cargo Services, a member of PNB Group of Companies in California, goes into full swing with the launch of its Christmas promotion. This official kick-off makes sending goods back home much more enticing for many in the community who go on regular forays to Costco, discount warehouse stores or shopping mall sale events to stash and squirrel away goodies in boxes throughout the previous three quarters of the year to be sent to friends and loved ones in time for the Christmas holiday. In good and bad times, the Christmas spirit is alive and well in the generous hearts of many FilAms who know the joy of giving year after year.

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All anyone needs to do is to call 1-888-PNB-HATID (762-4284) or the nearest PNB Remittance Center and request for a pick-up schedule. All customers are guaranteed the utmost in safety and security of their goods. PNB Cargo will provide insurance coverage of up to \$500. Through the company's online tracking system at www.pnbcrci.com one can track his box at any point between pick-up and delivery and completely at his leisure.

Both senders and beneficiaries alike can track the status of their cargoes with just a few keyboard clicks—whether these are in the warehouse or in transit or have already reached the beneficiary.

PNB Rapid *Hatid** —an easy-to-remember catchphrase, is a program that has been fully operational for some time now. The company is intended to cater to this basic, culturally unique need of FilAms to send boxes of goodies home. While *balikbayan* boxes may be sent home any time quite regularly throughout the year, the volume ratchets up significantly during the last quarter of the year when the buying and the hoarding stop altogether and all goodies must be packed tightly and securely in *balikbayan* boxes and the trusted door-to-door cargo company is called for a pick-up schedule. It is doubtful that any other culture goes through all these lengths for the sheer joy of giving.

With its attractive rates and the strong backing and reputation of a nationally recognized name, PNB Cargo makes it easy for the FilAm community to get into the generous spirit of the giving season. The pattern normally kicks off in September and goes into high gear as Christmas approaches. In an increasingly global economy with heightened security concerns, PNB Cargo, as a public service, wants to remind everyone in the community to exercise caution and be aware that there are certain restrictions on how goods may be sent. Goods that are prohibited include currency, money orders, firearms, ammunition, illegal drugs, jewelry, perishables and hazardous and combustible materials. Everyone sending boxes home is enjoined to take heed.

For more details, check out the PNB Cargo Services \$5.00 DISCOUNT OFF full-color ads of PNB Cargo Services at *Asian Journal* on print at your favorite distribution point and on the web at www.asianjournal.com Or better yet, stop by the nearest PNB Remittance Centers branch near you.

(Advertising Supplement)

KEYES HYUNDAI

The key to your dream these challenging times

THE dwindling economy is never a reason to put your dreams on hold, including your dream car. If you are caught up in these challenging times, Hyundai is the way to go.

Hyundai is the wise choice to those who put premium on both quality and affordability. "Muna na at sulit pa!" says Elcer Hernandez of the newly opened Keyes Hyundai.

Cars at *presyong kaibigan*, quality and convenience that can take you far, and great value for your money spent are the factors anyone shall be looking for these days. The good news is, all these and more await you at Keyes Automotive's newest dealership.

Known for its corporate strength and dedication to the satisfaction of car buyers, the prestigious Keyes Automotive is proud to announce this newest addition to its reputable circle of car dealerships. The coming of Keyes Hyundai is just the perfect timing, at a time when everybody is extra careful about their spending. Also, the opening of Keyes Hyundai further expands the range and depth of automotive products available to Keyes customers.

Economy-driven, value delivered

"In these extraordinary challenging times, we are relentlessly improving the ways and means by which we provide for your automotive needs," says Dennis Bala, a genuinely generous person who is willing to help any Filipino who visits their store in Van Nuys.

So while many are trying to stretch their dollars, the marked affordability of the Hyundai brand can



"Come and visit our brand new dealership in Van Nuys and see for yourself how we can get you the car that you are looking for" Dennis Bala, General Manager of Keyes Hyundai



Jules Perlas and Elcer Hernandez, your Filipino Keyes connection

save any budget-conscious buyer. Choose from Hyundai's wide array of sedans and SUVs that spell nothing but luxury and comfort, and at the same time find respite in their friendly deals.

Past, current and prospective Hyundai customers are invited to visit the Keyes Hyundai located at 5319 Van Nuys Blvd., Van Nuys, CA, and take advantage of spectacular Grand Opening sales, lease and service offers.

The addition of Jules and Elcer completes the circle of *kapamilya*, so come on down this weekend! Call Jules at (626) 641-7231 or Elcer at (213) 440-4555 or the toll free no. 800-931-6791 and buy your new Hyundai in a breeze.

(Advertising Supplement)



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