

Charity Begins At Home

MANNY 'THE PACMAN' PACQUIAO

Knocking Out Charity Work

by JOSEPH PIMENTEL
AJPress

LOS ANGELES – Manny Pacquiao certainly lives up to his nickname. Known as the Pride of the Philippines, he is recognized as the pound for pound king inside the ring but his contributions outside to the community are nobler.

Last weekend, Pacquiao was recognized for his charitable contributions.

Los Angeles Mayor Antonio Villaraigosa and Carson Mayor Jim Dear on separate days thanked Pacquiao for bringing the greater Filipino-American community together.

"Manny has shown that he is as much a champion inside the ring and outside of it as well," said Villaraigosa on Saturday during a celebration and tree planting ceremony at the Search to Involve Pilipino Americans headquarters in Historic Filipinotown.

"You know having a world champion boxer is quite spectacular for the city of Carson and we're really delighted," added Dear during Pacquiao's FilAm Celebrity Showdown basketball charity fundraiser in Carson. "I speak on behalf of all the people in the City of Carson with a great welcoming and greeting for Manny Pacquiao."

Indeed, fans welcomed, greeted and mobbed Pacquiao everywhere he went this past weekend. Fans armed with cell phone and digital cameras filled the streets in Historic Filipinotown on Saturday and the Veterans Gym in Carson on Sunday to see and celebrate Pacquiao.

Continued on Page 7



ALLAN PINEDA LINDO aka APL. DE. AP

Reaching Out to Children Through Music

by CYNTHIA DE CASTRO
AJPress

Rags-to-riches stories are rare. Especially in the third world country of the Philippines. But rarer still are men like Allan Pineda Lindo, also known as apl. de.ap of the Black Eyed Peas, who, after becoming rich and famous, now in turn give of their riches to those still in rags that they too might have their own success stories to tell.

Born out of the union of an African-American airman stationed in Clark Air Base and a Filipina, Cristina Pineda, Allan was adopted when he was 14 by Joe Ben Hudgens, a philanthropist from California. There, Allan met William James Adams Jr. or now popularly known as will.i.am, the nephew of Hudgen's roommate. The pair started the group, Black Eyed Peas, which has catapulted them to worldwide fame. The quartet is composed of Allan Pineda Lindo aka apl de ap, William James Adams Jr. or will.i.am, Jaime Gomez or Taboo, and Stacy Ferguson or Fergie. The Black Eyed Peas now has almost a dozen Grammy nominations, three Grammy Awards, and an estimated 27 million albums and singles sold worldwide.

The Peapod Foundation

Perhaps one reason for their success is their good and generous hearts. For ever since the group started, they have been extending their hands to needy people. Since their own humble beginnings, The Black Eyed Peas have performed to raise funds and awareness for children's charities worldwide. The group gave free concerts to fund charity toy drives for Los Angeles-based children and local orphanages.

Then, in 2005, they announced their continuing global charity efforts under the moniker of the Peapod Foundation to help underprivileged youth with the support and expertise of the Entertainment Industry Foundation (EIF) - Hollywood's leading charitable organization. The Peapod Foundation is a global leader in encouraging social change by uniting people through the universal language of music. It has worked to support social issues affecting children worldwide, including: Shelter/Housing, Starvation, Healthcare, Education,

Continued on Page 7



DIETHER OCAMPO

A Soft Spot for K.I.D.S.

by NICKEE V. DE LEON
AJPress

Maybe it's the fact that celebrities owe their fame and fortune to their fans. Or perhaps, it's just an innate desire to be selfless and give back to the community.

Diether Ocampo, one of today's hottest and multi-talented young stars is the founder of Kabataang Inyong Dapat Suportahan (KIDS), a foundation dedicated to improving the lives of the Filipino youth, the future leaders of the nation.

In an interview with *The Manila Times*, Diether quipped: "One day, I realized it's difficult to do it alone, to sustain the projects I have in mind. So despite the risk of being misunderstood by my friends, I thought it [would be]wise to open up to them and revealed my desire to share and to continue sharing to our less fortunate children. And so the KIDS Foundation was born."

Diether Ocampo's philanthropic efforts to nourish young minds did not go unnoticed. His hard work finally paid off when he earned the recognition that he deserved, not just in the Philippines, but in the United States as well.

The actor made a trip to Harvard University last February 19-22 as one of the invited delegates of the On-Campus Conference Harvard Project for Asian and International Relations (HPAIR).

In a letter from HPAIR President Jennifer Ding, Diether was handpicked through a competitive process and was given a voice to actively participate in the prestigious project. The invite reads:

Dear Diether Ocampo:

The Harvard Project for Asian and International Relations would like to officially invite you to attend the 2009 HPAIR Harvard On-Campus Conference, to be held from February 19-22, 2009 in Cambridge, USA.

HPAIR is a partnership between the students and faculty of Harvard University, offering a sustained academic program and a forum of exchange to facilitate discussion of the most important economic, political, and social issues relevant to the Asia-Pacific region.

Continued on Page 6



Publisher's Note:

The Prize of Fame

Philanthropy seems to be the new trend among the famous. From Angelina Jolie's altruistic contributions to the United Nations to Pinoy celebrities' unflinching efforts to provide for the needy, charitable acts are making a lasting impact in the fight against poverty. In these difficult times, *The Asian Journal MDWK Magazine* brings you this inspiring issue -- stories of patriotism, compassion and generosity for the less fortunate that will, hopefully, move our kababayans in Southern California to do the same. ■