

Knocking Out Charity Work

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"I was surprised that it was packed," said Valerie Gonzales, an assistant event coordinator for the Manny Pacquiao foundation. "There was a couple of Filipinos there that came from a different state. They told me they drove 22 hours just to see Manny. There were so many more Filipinos from all over southern California who came here."

Tree Ceremony

Pacquiao's busy weekend started on Saturday where a tree was planted in front of SIPA in Historic Filipinotown in honor of the People's Champ. It was a tree that symbolized and recognized Pacquiao's accomplishments inside and outside the ring, said Villaraigosa.

"He's a hero not just to the Filipino community but to all of Los Angeles and to all the fans here and across the world," said Villaraigosa. "He's a true champion...we recognize he's a busy man and the fact that he would take time out to participate in this tree planting, which is commemorative of the restoration of a community, it's a real honor."

Pacquiao, who is preparing for his May 2 fight against Ricky Hatton, said that it was important him to come out and to relay the message about taking care of the environment because "it's part of all our lives."

During the "Day of Service", a tree was also planted in honor

of Mayor Villaraigosa.

The "Day of Service" was to create more awareness to the community about the importance of cleaning up and planting trees in the Historic Filipinotown neighborhood.

Assemblymember Ted Lieu also presented a Special Certificate of Recognition to Pacquiao for all of his accomplishments in boxing.

SIPA Executive Director Joel Jacinto added to Pacquiao's assertion about the importance of taking care of the environment.

"As Manny said, nature is really important and that we have to take care of our planet and plant trees so keep the world green," said Jacinto.

Pacquiao foundation

For Pacquiao, Sunday is a day reserved for church, a friendly game of basketball and relaxing from the long week's hard training.

But last Sunday, Pacquiao decided to hold the first ever Fil-Am Celebrity Showdown basketball fundraiser to jump-start and raise money for the Manny Pacquiao foundation.

More than 300 people filled the Veterans Park basketball stand supporting the cause that gives back to the underprivileged in the Philippines and the PBA All-Stars foundation.

It was a humbling experience for Pacquiao, who did not

expect such a large audience.

"I'm very thankful that so many people showed up," said Pacquiao. "This is for the foundation. We are giving money to medical missions, schools, and others."

Gonzales said that the Manny Pacquiao foundation last year was able to raise enough money to buy used fire-trucks and ambulances here that were sent to the Philippines.

"This is for a good cause, to help the underprivileged and also, for Manny's sport foundation to keep the kids off the street," she said.

The game featured Team Pac-Man vs. the PBA All-Stars. The other celebrities that took part in the game were the Bosco Brothers, former boxing champion Brian Vitoria and former PBA stars Romy Dela Rosa and Ponkee Alolor.

Despite Pacquiao's team losing a closely contested game, the real winners were the fans. Not only did they see their champion but three lucky fans also won ringside tickets to Pacquiao's upcoming match against Hatton in Las Vegas.

"Thank you so much," he said. "I know I wouldn't be here if it weren't for the support of all the fans." ■

Myx Nominated For Namic Vision Awards' 09

REDWOOD CITY— MYX, the only Asian-American music and lifestyle channel, scored its second consecutive nomination at the 2009 NAMIC Vision Awards (National Association for Multi-ethnicity in Communications). The prestigious entertainment industry award honors achievements in television programming diversity.

The nationally distributed MYX, which is owned and operated by ABS-CBN International, got its 2009 NAMIC nod for "Dig: Lyrics Born" in the Digital Media Short Form category. Other nominees in said category are: *Ugly Betty Presents: Mode After Hours* of ABC.com; *MTVU's Stand In: President Ellen Johnson Sirleaf* of MTVU; and *Extra on Essence* of Telepictures Productions & Time Inc.'s.

Dig is a two-minute monthly vignette that features mainly up-and-coming, independent artists at work – recording in a studio, performing in a concert, or shown in a music video. "This is a show that resonates very well with our audience," said Miguel Santos, head of MYX Channel Management. "It is our flagship artist platform featuring buzz-generating artists who need to be seen and heard by the general public. *Dig* fits right in with the mission and brand positioning of MYX."

Nominated for the second time for *Dig* is its youthful producer, Melanie Veloria. "As part of the MYX team, I take my inspiration from the directives of our management," she said. "Not many companies are willing to take chances on unproven talent, but MYX and ABS-CBN International have the foresight to see that independent artists are the future of music."

ABS-CBN International management was all praises for the MYX team for its latest achievement.

"This is where the future is headed. There will be more pervasive Asian influences seen in American culture in years to come and MYX will be the platform," said Business Development Director Enrique Olives. "We are very proud of the work that people behind MYX have produced and delivered, and we're gratified that the industry has recognized it," said Managing Director Chinky De Jesus. "We're excited to pave the way for Asian-inspired entertainment. We want to give recognition to what the art, lifestyle and music of Asian Americans stand for and we're glad this NAMIC nomination affirms that," said Chief Operating Officer Raffy Lopez.

The NAMIC Vision Awards has recognized achievements of cable networks producing quality, multi-ethnic and cross-cultural original programming content. The 2009 competition marks the expansion of the awards program with eligibility extended to national broadcast networks, local affiliates, local origination programs from cable operators, and VOD content produced for digital platforms.

Entries were judged by a distinguished panel of entertainment industry professionals. Judging focused on overall imagery (creative merit, originality, and presentation quality), sensitivity (the consideration given to cultural nuances), writing (the depiction of issues relevant to people of color) and the quality of acting in the performance categories.

The 15th Anniversary NAMIC Vision Awards will be presented on April 17, 2009 at a luncheon ceremony hosted by Access Hollywood's Shaun Robinson at the Beverly Hilton in Beverly Hills, California. ■

Reaching Out...

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Poverty, and Music/Artistic Education.

The Peapod Foundation is dedicated to providing opportunities and support for children who suffer worldwide. They awarded a grant to a South Central Los Angeles-based charitable institution, A Place Called Home, and its music program, Project MuszEd. They also held the first major philanthropic endeavor in 2006 with The Peapod Benefit Concert in South Africa, which raised awareness and funds for the Shanduka Foundation and their Adopt-A-School Program.

Last year, the Black Eyed Peas opened the first Peapod Academy, a state-of-the-art music and educational/recording facility serving foster care youth and other at-risk teens, at the Watts/Willowbrook Boys and Girls Club. The new joint Adobe Youth Voices/Peapod Academy sites plan to expand worldwide, building on more than 160 sites in 31 countries. The Peapod Foundation will contribute an on-site fully-equipped recording studio at each site, along with expertise and mentoring. Thru this effort, apl. de. ap and his group are giving underprivileged youth the chance to get involved in film and music programs.

"As a group, we've made a commitment to help give teens the artistic tools and opportunities to help them realize their fullest potential," said William. "Thanks to the incredible generosity of Adobe Youth Voices (AYV), we are able to expand our vision and give even more kids a chance to be productive, enterprising adults."

Apl Foundation

For all these major philanthropic efforts of the group, Allan

still felt the need to establish a charitable program specifically for the poor people in his homeland. So, last November 18, during the celebration of his birthday at the Vanguard in Los Angeles, apl.de.ap launched his newly-formed Apl Foundation. Inviting his friends and fans to the party, Allan and friends put up a show, the proceeds of which went directly to help poor children in the Philippines.

apl.de.ap admitted that ever since he left his family in Pampanga at the age of 14, he carried a dream in his heart to someday be able to go back and help his family and other children and give them better opportunities in life.

The Apl Foundation is committed to giving back to communities and children within the Philippines and throughout Asia. The foundation is raising funds to support immediate need projects within the Philippines. Each year apl and his team will evaluate and select a project(s) that needs support. Each project will be provided with financial aid and awareness generated within the local and global communities. In addition, a portion of the dollars raised will be reserved for distribution to organizations supporting disaster relief in the event of natural and man made disasters impact the Philippines and other Asian communities.

Having been given the rare chance of rising from the bottom heap to the top has compelled Allan to reach out and extend a helping hand to those in need. A few weeks ago, the Apl Foundation had another major fundraiser in Pasadena. The intimate gala and fashion trunk show featured Apl. de.ap and his celebrity friends. With every charitable ticket purchase, the Apl Foundation received a percentage to help more needy children in the Philippines.

"Through the Apl Foundation, I am able to give back to my community back in the Philippines." said Allan. ■

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