

Balitang America launches 'Payong Kapamilya Sa Foreclosure' on TFC

First-ever Filipino on-air foreclosure prevention workshop reaches out to kababayans affected by housing crisis

REDWOOD CITY-- In a sustained effort to respond to the rise of foreclosures and job loss affecting many Filipinos in the US, The Filipino Channel's (TFC) flagship program, *Balitang America*, launched recently the first-ever foreclosure prevention workshop on air.

Payong Kapamilya Sa Foreclosure is an ongoing segment on *Balitang America*, the only nightly Filipino news program in the US that offers direct, free, no-strings attached advice and information to Filipinos facing the grim possibility of losing their homes.

The first two segments featured the following expert panelists: Faith Bautista, president and CEO of Mabuhay Alliance, a San Diego-based non-profit organization and HUD-approved Housing Counseling agency; Chito Desuasido, CEO of GDE Holdings, Inc. and project manager of Bay Area Mabuhay Alliance; Robert L. Gnaizda, co-founder of and consultant for the Greenlining Institute, a Berkeley-based research and advocacy group that works on racial equality issues; and Joe Ohayon, vice president of client and community relations of the Wells Fargo Home Mortgage's default and retention team.

As the audience always plays an important role to *Balitang America*, the segment entertained questions from viewers that were answered by the panelists. The questions touched on loan modifications, refinancing, foreclosure prevention and how the Obama administration's Housing Rescue Plan impacts homeowners.



AN ATE'S DILEMMA ON THIS SUNDAY'S CITIZEN PINOY! What do you do when your beloved little brother is in danger of having his case denied, shattering his "American Dream"? Dr. Frieda V. Brookshire (left), the Orange County dentist responsible for the dazzling smiles of divas Pops Fernandez and Kuh Ledesma, joins her brother Frederick (right) and "attorney-to-the-stars" Michael J. Gurfinke (middle) for a heartwarming and informative episode. The most popular immigration program on television, *Citizen Pinoy* - airs this Sunday, at 5:40 pm (PST) with a replay on Tuesday, at 11:35 pm (PST) on TFC. *Citizen Pinoy* also airs on ANC-US every Sunday at 1 am with replays on Sunday at 8:9m and Thursday at 8 pm, all PST; and on ANC- Philippines every Sunday at 4 pm with a replay at 12 midnight on Monday and Friday at 11 am (Manila time).

Balitang America has been deluged by hundreds of phone calls, emails and texts from troubled homeowners needing advice. Bautista commented that Mabuhay Alliance received over 300 calls the day after she first appeared as a panelist on *Payong Kapamilya Sa Foreclosure*.

Salamat po at mabuhay kayong lahat. ("I'm very grateful because I learn a lot from the topics that you discuss that pertain to our national problems, especially in the housing market.")

Payong Kapamilya Sa Foreclosure is resonating among *Balitang America* viewers because many property owners throughout the nation face the real potential of losing their homes," said ABS-CBN International News Bureau Chief Ging Reyes. "For many of them, their home is the largest investment they will ever make. Foreclosure has a significant impact on their quality of life and on the Filipino community in general."

Reyes added: *Payong Kapamilya Sa Foreclosure* is in keeping with *Balitang America's* mission of providing the Filipino community with news and information that matter to their lives in North America. We continue to be a venue for discussion and a part of a collective brainstorm to find solutions to various issues affecting all of us in the community."

To see all installments of *Payong Kapamilya Sa Foreclosure*, please visit www.youtube.com/TFCbalitangamerica.



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For its recent expanded segment, *Payong Kapamilya Sa Foreclosure* had the following panelists: (L-R) Joe Ohayon of Wells Fargo, Faith Bautista of Mabuhay Alliance and Robert Gnaizda of Greenlining Institute and Mabuhay Alliance. (Photo from *Balitang America*)

Sharon Cuneta in 'MegaThirty' at The Shrine Auditorium

AFTER a three-year absence from the US concert tour circuit, Mega-star Sharon Cuneta once again hits the road this May and June. Included in the tour are Toronto, Reno, Atlantic City, Houston and Los Angeles.

Because her loyal Sharonians abroad miss her so, this tour is guaranteed to be the hottest ticket in town—making it the most anticipated Filipino show in years (as was proven by the number of inquiries the concert tours have been getting online).

This time, Sharon celebrates her 30 glorious years in show business via a concert aptly billed *MegaThirty, the USA Tour* on June 12, Friday, 8 pm at the prestigious Shrine Auditorium. Also featured in the show is no less than the hottest superstar in the Philippines today, Ms KC Concepcion. This is the first time that this gorgeous and talented lady will perform live on

stage in the US. Executive producer of the concert is KATZ Entertainment led by Jackie Regala, Gerry Katigbak and its associate, Kaye Morales. It is also produced in association with Fernando Bernabe of FLB Corporation (Nationwide/International Sales & Service Installation Service for TFC on Direct TV) and Brad Dizon of Brad's Entertainment.

Presentors of the Sharon Cuneta concert include Seafood City Supermarket, Western Union and LBC Cargo. Sponsors



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