

Seafood City launches Culture Corner at Eagle Rock

Photos by MIKO SANTOS
AJPress

Seafood City launches the new Culture Corner at their Eagle Rock location Saturday, May 2, 2009. Present at the ribbon-cutting were Bryan Paul, General Manager of Eagle Rock Plaza, Atty. Charmaine Serna-Chua, Vice Consul of the Philippine Consulate, Vincent Tarroja, SPMG Director of Seafood City, Lito Hontiveros, Senior Vice-President and General Manager Seafood City and Vicky Garchitorea, President Ayala Foundation.

Ranun sa Ranao, a youth movement whose mission is to learn, preserve and promote the rich heritage of Southern Philippines performed the opening dance presentation. The welcoming was by Lito Hontiveros after which Vicky Garchitorea, delivered a short message. The program launch was concluded by Vincent Tarroja followed by a reception.

The Culture Corner aims to promote Philippine culture by showcasing special gift items and making these available to Seafood City shoppers. For a limited time, Seafood City carries a line of premium gift items from the Ayala Museum Shop.

These are one-of-a-kind gift items such as decorative plates, notebooks and note cards at very affordable prices ranging from five dollars for a box of note cards to thirty dollars for a decorative plate.

The unique and beautifully crafted pieces show Filipino ingenuity in the arts and take inspiration from the works of renowned Filipino artists such as Fernando Amorsolo, Juan Luna, Ang Kiukok and Federico Alcuaz.

A percentage of the proceeds from the corner will be donated to GILAS (Gearing Up Internet Literacy and Access for Students). GILAS is a mission of Seafood City and the Ayala Foundation where they seek to provide basic Internet connection and computer training for public school students in the Philippines.

Seafood City is the largest Filipino-Asian retail chain in the United States with 17 stores overall. Seafood City Eagle Rock is located at the Ground Level, Eagle Rock Plaza, 2700 Colorado Blvd., Eagle Rock, CA 90041. ■



Letty Quizon, PR & Marketing of Ayala Foundation; Vicky Garchitorea, President of Ayala Foundation; Lito Hontiveros of Seafood City, Deputy Consul Charmaine Serna-Chua, Bryan Paul, General Manager of Eagle Rock Mall and Vincent Tarroja of Seafood City



The Kultura Booth in Seafood City, Eagle Rock



Lito Hontiveros, Senior Vice-President and General Manager of Seafood City



Vicky Garchitorea, President of Ayala Foundation



Vincent Tarroja, SPMG Director of Seafood City



Vincent Tarroja and Lito Hontiveros

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