



CITIZEN PINOY LIVE IN THE BAY AREA ON MAY 31! Kapamilya from the San Francisco Bay Area are invited to be part of the live studio audience of Citizen Pinoy on Sunday, May 31st at the ABS-CBN Global Studios at 150 Shoreline Drive, Redwood City, CA 94065. Tapings will be at 12nn; 2:30pm; and 4:30pm. Leading US immigration attorney Michael J. Gurfinkel will be there to answer your immigration questions and provide relevant information that you will all find useful. As a public service from the TFC and the Law Offices of Michael J. Gurfinkel, seats are FREE, but you need to reserve now at www.citizenpinoy.com or you may call toll free 1-866-487-3465. (Citizen Pinoy - airs every Sunday, at 5:40 pm (PST) with a replay on Wednesday, at 12:15 am (PST) on TFC. Citizen Pinoy also airs on ANC-US every Sunday at 12 am with replays on Sunday at 8 am and Thursday at 7 pm, all PST; and on ANC-Philippines every Sunday at 4 pm with a replay at 12 am every Monday, Manila time.)



THE UNSTOPPABLE POP PRINCESS SHINES ON CITIZEN PINOY THIS SUNDAY! One of the biggest names in Philippine entertainment - "Pop Princess" Sarah Geronimo (2nd from right) joins "attorney-to-the-stars" Michael J. Gurfinkel (right) for an entertaining and informative encore episode. Sarah's parents, Delfin (left) and Divina (2nd from left) also take part in the lively discussion as they talk about how they got their US visas. The most popular immigration program on television Citizen Pinoy - airs this Sunday, at 5:40 pm (PST) with a replay on Wednesday, at 12:15 am (PST) on TFC. Citizen Pinoy also airs on ANC-US every Sunday at 12 am with replays on Sunday at 8 am and Thursday at 7 pm, all PST; and on ANC- Philippines every Sunday at 4 pm with a replay at 12 am every Monday (Manila time).

'Citizen Pinoy': Live in the Bay Area on May 31

REDWOOD CITY --- As ABS-CBN's The Filipino Channel (TFC) celebrates its 15th year of committed service to the global Filipino, *Citizen Pinoy* embarks on its eighth season of public service to Filipinos around North America and their families back in the Philippines - by giving them valuable immigration information that could eventually help in reuniting them with their loved ones. As it opens its new season, the most popular immigration program on television returns to the Bay Area to provide answers to your (immigration) questions. Kapamilya from cities surrounding the San Francisco Bay Area are invited to be there at any of the three scheduled live studio tapings on Sunday, May 31st at the ABS-CBN Global Studios at 150 Shoreline Drive, Redwood City, CA 94065. Tapings will be at 12:00 noon; 2:30 pm; and at 4:30 pm. Leading US immigration attorney Michael J. Gurfinkel will be there to listen to your immigration concerns & provide relevant information that you will all find useful. As a public service from the TFC and the Law Offices of Michael J. Gurfinkel, seats are FREE, but you need to reserve now at www.citizenpinoy.com or you may call toll free 1-866-487-3465. *Citizen Pinoy's* new season is sure to provide more relevant immigration information to our *kapamilya* viewers. For several years now, the

program has constantly been a genuine commitment to public service on the part of ABS-CBN International's The Filipino Channel (TFC) and the Law Offices of Michael Gurfinkel. TFC subscribers and their families and loved ones around the world benefit from the helpful advice and counsel learned from the show. *Citizen Pinoy* is made possible with the support of friends who are committed to giving back to the Filipino community: Asian Journal -- with circulation in Northern and Southern California, Nevada, and in the East Coast and Arko Foods of Glendale. *Citizen Pinoy* is also supported by ABS-CBN Global's key product offerings: Star Kargo, Starry Starry Store, ABS-CBN Telecom and TFCDirect. Informative. Entertaining. Inspiring. Tell your family and friends around Northern California who have immigration concerns to reserve their seats now and be there when *Citizen Pinoy* returns to the Bay Area on May 31st at the ABS-CBN Global Studios in Redwood City. *Citizen Pinoy* - airs every Sunday, at 5:40 pm (PST) with a replay on Wednesday, at 12:15 am (PST) on TFC. *Citizen Pinoy* also airs on ANC-US every Sunday at 12 am with replays on Sunday at 8 am and Thursday at 7 pm, all PST; and on ANC- Philippines every Sunday at 4 pm with a replay at 12 am every Monday (Manila time). ■



MYX VJ Ruby interviews one of the attendees at the recently concluded Asian Heritage Street Celebration in San Francisco which drew a crowd of 100,000.



Comedian Joey Guila and MYX VJ James spiced up the MYX® booth at the recently held Asian Heritage Street Celebration in San Francisco. Photos by Nerissa Fernandez

MYX celebrates Asian-American Heritage Month

REDWOOD CITY --- MYX, the only Asian American music and lifestyle channel currently available on Comcast ON DEMAND, Cox Digital Basic Cable, DIRECTV 2067 and RCN, is proudly celebrating diversity in the nation by commemorating Asian Pacific American Heritage Month this May.

Last May 16, MYX was a major media sponsor of the 5th Annual Asian Heritage Street Celebration, the largest gathering of Asian Pacific Americans in the US. The event drew an estimated 100,000 attendees of all races and ages along Larkin Street, from McAllister to Ellis Streets, all savoring the food, carnival rides, games, arts and crafts booths, martial arts demo, the sports car showcase, among other attractions. Attendees trooped to the MYX booths on Eddy and Larkin where its day-long activities included raffles of MYX swag items and special prizes by the half hour, Karaoke Jam, and on-site video coverage for MYX on the Move and My MYX. VJs James Lontayao and Ruby Veridiano-Ching were joined by popular comedian Joey Guila who is also the host of the new show, *That's My Jam: The MYX Music Countdown*, as they kept the crowd entertained in the booths and onstage. MYX on the Move also covered onsite the San Francisco Hep B Free campaign which was supported by California Assemblywoman Fiona Ma and ABC 7 anchor Alan Wang who were both infected at birth by chronic hepatitis B. Asian Pacific Islanders have the highest rate of the disease compared to any ethnic group. It is estimated that 1 in 10 people in the API community have an undiagnosed infection.

Among the public officials who graced the event were San Francisco's three Asian American Supervisors: Carmen Chu, Eric Mar, and President of the Board of Supervisors David Chiu who said that San Francisco is "the heart of our country's Asian American community." On air, MYX presented a special line-up of relevant programs that included marathons of *MYX P.I.*, *Slanted Comedy*, and the launches of *Soundtrack* and *Lexationships* with Marc and James. There are also ongoing shorts on "Asian pride" and "celebrating your Asian Heritage" and animated interstitials on influential Asian Americans that include Google founder and former CEO Jerry Yang, Emmy award-winning journalist Connie Chung, Oscar-winning film director Ang Lee, former Secretary of Commerce and Transportation Norman Mineta, among others. Online, MYX created asianheritage.myx.tv containing Asian American-themed vignettes, interstitials and plugs and used an Asian heritage-themed background for myx.tv. "We at MYX can't visualize United States of America without seeing the influence, contribution and legacy of Asian Americans in every aspect of our society," said MYX Channel Management Head Miguel Santos. "We're proud to undertake endeavors that promote and honor Asian American history, culture, and heritage." (Advertising Supplement)



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