



Joy Rojas and Mat Macabe with the Western Union team

## Western Union welcomes Filipina Trans USA runner at Colorado headquarters

ENGLEWOOD – The Western Union Company (NYSE:WU) proudly welcomed Filipina runner Joy Rojas as she made a quick stop over in Denver, Colorado on her way across the United States of America. She was greeted by hundreds of Western Union employees and she ignited the Filipino spirit in them as they ran over a mile with her.

“We thank you for having the courage to start the run, to inspire all of us and to inspire the Philippine diasporas as they continue to do their part to make a living for their family and in turn bless Western Union,” said Grover Wray, executive vice president of Western Union.

In a festive event that included a rondalla band (a traditional Philippine string ensemble), and tinikling dancers (the national dance of the Philippines), the 44-year-old Rojas lead a pack of supporters and Western Union officials about a mile around the company’s Englewood headquarters. She and her companion, Mat Macabe were then given medals for their latest achievements.

“This is such a warm reception,” said Rojas. “People have been chanting our names and very enthusiastic as we were running. This is so different than when Mat and I usually run which is usually meditative and quiet. I have to say that this is really uplifting.”

Waking up at 6 am everyday, Rojas has been running 30 to 35 miles a day since she began her Trans-USA run called Takbong Pangarap or Dream Run at the Eagle Rock plaza in Los Angeles, California on May 10. She made a quick stop over in Las Vegas, Nevada where she was celebrated during Western Union Customer Appreciation Day on May 23. She says that she’s on her way to reaching her goal of arriving at the Philippine Consulate in New York City on September 8.

So far, Rojas and Macabe have run for more than 40 days now, crossed five states, completed over 1,000 miles, and touched the lives of many people who see the two running on highways and streets across America. While passing through Arizona, a couple saw Rojas and Macabe running. When they found out the reason for Rojas’ run, they immediately invited the Filipina and her partner to their home for dinner. The same thing happened in Colorado. Rojas recalls how before reaching Denver, a Filipino man read the words “Can we ignite the Filipino spirit across America?” on the Western Union support vehicle. He then immediately introduced himself to Rojas and Macabe. After the day’s run, the Filipino man came over to their hotel where he cooked them dinner consisting of elk and deer that the man had hunted.

“Can you believe that? All of these strangers that we meet everyday have been so kind and generous to us,” said Rojas. “I’m a vegetarian but when he asked if I was eating elk and deer I said ‘for you, I will.’ You have to be a gracious guest.”

Rojas also admits that the run through Colorado hasn’t been exactly easy. The high altitude and steep roads have required her to stop and walk at times but she continues to persevere. Rojas said that after Colorado, her run should be smooth as the flat plains of Kansas. She continues her run towards New York City, igniting the Filipino spirit across the nation.

A survivor of tuberculosis, Rojas’s is running for her beneficiaries: a Division of the Philippine Heart Center and the Anti-TB Program of the Inner Wheel Club of Quezon City, District 378. ■



Gandi Skin Care 16th Anniversary, Gimmick City’s launching and Lou Razon birthday bash at The White Party. LA’s Fil-am fashionistas gathered in this classy event, all donned in white outfits. Shown in photo are the organizers (L-R) Ditas Pahl, Lou Razon, Giovi Zamora, Liza Dino and Gandi Villareal. Rhonda Saul and Baby Lacson are the event planners.

Photos by Irwin Jasminez (Advertising Supplement)

## People and Events

### Community tours of Historic Filipinotown

*What is Filipino about Historic Filipinotown?*

“BEFORE the tour I didn’t even know about Historic Filipinotown. I didn’t know there was such a deep history of Filipinos in Los Angeles.”

“It was very informative and points out all the important landmarks that we wouldn’t have known.”

“The tour was fascinating and informative. I enjoyed the whole experience.”

**Saturday, August 1**  
**Four 1.5-Hour Tours at 11am, 1pm, 3pm, and 5pm**  
**Begins & Ends at the 2009 Historic Filipinotown Festival & 5k Run/Walk**  
**Temple St., between Alvarado St. and Union Ave.**  
**Los Angeles, CA 90026**  
**Suggested Donation \$5/person**  
**Books & Historic Filipinotown Souvenirs for Sale**

Please RSVP to [filamlibrary@sbcglobal.net](mailto:filamlibrary@sbcglobal.net) or (213)382-0488

What is Filipino about Historic Filipinotown? The FAL Community Tours of Historic Filipinotown, narrated by a knowledgeable tour guide, will cover significant sites, events, and individuals in and around Historic Filipinotown, providing a rich historical overview of Filipinos in Los Angeles. They are part of the 7th anniversary celebration of Historic Filipinotown. For more information on the 2009 Historic Filipinotown Festival & 5k Run/Walk, please visit [www.historicfilipinotown.org](http://www.historicfilipinotown.org).

FAL will also be selling signed copies of Los Angeles’s Historic Filipinotown for \$20 each. This new book by Carina Monica Montoya is a collection

of vintage images from Los Angeles historical organizations and Filipino families who settled in and around the area since the 1920s. Many Historic Filipinotown souvenirs, courtesy of FIH Store, will also be available for sale, including t-shirts, souvenir coins, and pins. The books and souvenirs may also be purchased in advance by contacting FAL.

Founded on October 13, 1985 by Helen Agcaoili Summers Brown (“Auntie Helen”), FAL is the earliest and largest Filipino library in the country with a collection of over 6,000 titles. It is located at 135 N. Park View St., Historic Filipinotown, Los Angeles, CA 90026. 100% tax-deductible donations are welcome online at [www.filipinoamericanlibrary.org](http://www.filipinoamericanlibrary.org). ■

## Free telephone-service and calling-card assistance available at Historic Filipinotown festival

*Sponsored by SIPA*

HISTORIC FILIPINOTOWN – Search to Involve Pilipino Americans (SIPA) will take part in the Historic Filipinotown 5K Run/Walk & Festival and on Saturday, August 1, 2009. The annual festival that takes place on Temple Street near Alvarado Street will help celebrate the seventh year anniversary of the 2002 designation of the Historic Filipinotown neighborhood in the City of Los Angeles. SIPA returns to the festival this year with the crowd favorite Dunk Tank Booth in addition to providing on-site phone bill advice as part of SIPA’s community outreach and education program. People are encouraged to bring their phone bills with them to SIPA’s festival booth in order to receive one-on-one bill assistance.

Founded in 1972, Search to Involve Pilipino Americans (SIPA) provides health and human services, community economic development and arts/cultural programs to low to moderate-income youth and families in multi-ethnic Historic Filipinotown as well as the greater Los Angeles Pilipino American community. SIPA is one of thirty community based organizations throughout the state of California participating in the telecommunications project funded through a generous grant by the California Public Utilities Commission (CPUC).

Telecommunication Education and Assistance in Multiple-languages or TEAM provides one-on-one assistance to customers with questions on their cell phone and/or landline telephone bills regarding issues such as “slamming”, “cramming”, prepaid calling cards, etc. Customers learn how to spot common billing

scams in an effort to save money. As part of the program, trained TEAM counselors not only educate customers but work individually with customers and their telephone companies to refund money due to erroneous billing. All services provided under the TEAM project are free-of-charge.

“Due to the current economic climate, we are increasing our efforts to outreach to the Filipino American community and share more information about our free services such as the TEAM program. Many customers have misleading information about what charges should be on their phone bill. It’s very common for people to pay their bills without knowing exactly where the charges come from,” says Beverly Yanuaria, TEAM phone counselor at SIPA. “This is especially important for people in our community who rely on cell phones, landlines, and phone cards to keep in touch with family members here in the states and abroad. Sometimes it can be intimidating speaking with customer service representatives because of language or cultural differences. At SIPA, we are here to provide that one-on-one sensitivity with our phone assistance and include that personal connection to our kababayans.”

Phone customers with service or billing questions can call SIPA directly to set up appointments with TEAM counselors. Customers are asked to have their phone bill ready with them and please contact Beverly Yanuaria at (213) 382-1819 ext. 103 or email [byanuaria@esipa.org](mailto:byanuaria@esipa.org) for more information. ■

## San Lorenzo Ruiz: A family celebration of faith and culture

ON September 26, from 9am-3pm, the Filipino Ministry of St. Brendan Church will hold an event that aims to undergo a spiritual pilgrimage and cultural renewal; an event that will affirm, strengthen and celebrate the Filipino presence and the gifts they bring as a people; and a venue that will continue the planning of their ministries in the Church. The event will also be means towards visibility, leadership empowerment and the process of integration to the local church.

San Lorenzo Ruiz: A Family Celebration of Faith and Culture will feature a procession and eucharistic liturgy, Filipino games for children, tiangge, evangelization and cultural exhibit, program for the family and a variety show. St. Brendan Church Filipino Ministry hopes that the celebration will strengthen the connection, mutual support and build strong solidarity among the parish and communities as active participants in building the Kingdom of God.

For more information about the event, please call Aljo Perez at (310) 388-7330; Sonja Menor at (323) 465-0613 or Andy Tecson at (323) 467-5096. ■

## Dr. Jesus T. Co (1935-2009)

MANONG Jesus Co, a semi-retired EENT specialist at Metropolitan Hospital, joined his Creator on July 21, 2009.

He is survived by his wife, Carolina “Cherry” Monterey-Co, children Caroline and Steve, Josephine and Terence, Jennifer and Patrick, Johanna and Marc who are practicing doctors in the US. He is also survived by his grandchildren Justin, Jessica, Tyler, Julienne, Jaymie, Daniel, Caitlin, Andrea and Alphonse.

His remains were cremated on Sunday, July 26. ■

## Court certifies nationwide CSPA class...

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have been harmed by the Government’s failure to follow the law.

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that have set new policies regarding INS action and immigrants’ rights. His offices are located in Pasadena, San Francisco, Las Vegas and Makati City.  
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(Advertising Supplement)



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