

## ABOUT THE CENTENNIAL



The De La Salle Brothers in the Philippines and the first Lasallian school in the country, De La Salle University, will be celebrating its **Centennial in 2011**. Centenary Celebrations of Lasallian Presence in the Philippines will commence with a countdown kick-off activity on **June 16, 2010 in all District Schools**. There will be a series of celebratory events spanning **24 months** to commemorate how Lasallian education has made a mark in the Philippines.

## THE DISTRICT CENTENNIAL EXECUTIVE COMMITTEE (DCEC)

The Committee is tasked to oversee and manage the Centennial Celebration initiatives of the Philippine District and to generate funds for the Centennial Celebration and for the 20% Full Scholarship Equivalent target of Php 2 Billion by 2011. It has six working committees namely: **finance and development; marketing and communication; historical; education and awards; liturgy, opening and closing ceremonies; and relics of St. La Salle**. The DCEC reports directly to the Brother Visitor. The Committee independently works in coordination with the 17 district schools, De La Salle Philippines and other affiliates and partners as well as our other stakeholders including Alumni.

The committee is composed of the following:

- Br. Edmundo Fernandez FSC (Brother Visitor)
- Br. Gus Boquer FSC (Chairperson)
- Br. Bernie Oca FSC (Liturgy, Opening & Closing Ceremonies)
- Br. Ray Suplido FSC (Historical)
- Br. Vic Franco FSC (Relic of St. La Salle)
- Br. Benildo Feliciano FSC (Historical)
- Br. Armin Luistro FSC (Education, Finance, Relics)
- Br. Dante Amisola FSC (Finance & Development)
- Dr. Ramon del Rosario Jr. (Finance & Development)
- Ms. Grace Lazo (Marketing & Communications)
- Ms. Perla Garcia (Education)
- Ms. China Gallaga (Liturgy, Opening & Closing Ceremonies)
- Mr. Marco Polo (Project Coordinator)

## WHO TO CONTACT

Please feel free to contact us through the District Centennial Executive Committee through:

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**PHONE:** (02) 8447832 local 3004;  
(02) 6212000 local 602  
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**WEBSITE:** 100years.lasallian.ph

# CELEBRATING THE 100 YEARS OF LASALLIAN PRESENCE IN THE PHILIPPINES

## PRIMER



## LASALLIAN CENTENNIAL LOGO



Our Centennial Logo is the distinctive visual mark of the celebration. The logo depicts our founder St. John Baptist de La Salle with two children. His right hand lifted to the heavens beckoning other children to come and enter our La Salle schools. The image is a sculpture done by Filipino Artist Ted Imao and is found in the Mission Park of De La Salle Canlubang in Laguna. The logo consists of elements which are significant to the centenary celebration. The number 100 depicts the 100 years of Lasallian presence in the Philippines, from the arrival of the first Christian Brothers in February 1911 and the opening of the first La Salle school in Paco, Manila in March 1911. It features the signature of our Founder and the star in the middle represents the star of faith.

A style guide on the proper use of the logo has been developed and available in the respective Marketing & Communication Offices and the Centennial Committees of the district schools.

## THE VALUES WE PROMOTE

**FIDELITY** as we keep faith in our ministry of teaching minds, touching hearts, and transforming lives;  
**SERVICE** to the Church, country and community as we provide greater access to quality Christian education;  
**COMMUNION** with all individuals and organizations who have shared, and continue to share our mission;  
**GRATITUDE** for historical milestones, legacies, honors, achievements that have been realized;  
**EXPECTANT HOPE** for the next 100 years of our ministry.

## OUR COMMITMENT

**STRENGTHEN** ties between and among our district schools through district-wide events (contests/lecture series/common celebrations/etc);  
**INSTITUTIONALIZE** efforts at systematically recording and preserving our District as well as institutional history and memory (archives/books/publications/etc);  
**RENEW** our evangelical mission of teaching minds, touching hearts, transforming lives (academic excellence/20% Full Scholarship Equivalents/installation and veneration of the Founder's relics/etc);  
**EXTEND** the reaches of our ministry through existing and new networks, linkages, partnerships, alliances, affiliations and associations.

# THE ROAD TO LA SALLE:



*De La Salle*  
1911★2011

# YEARS

## HOW CAN THE ALUMNI PARTICIPATE?

Take part in the Centennial activities. Here's how:

- Coordinate with your respective DLSAA chapters. DLSAA Chapters can spearhead the gathering of the alumni friends and organize celebratory events in their respective areas. You can:
  - Participate in the Kick-off activity organized by your Alma Mater on June 16, 2010.
  - Organize your own kick-off activity on any day from June 16 to August 16, 2010.
- Capture your celebration on photos and videos.
- Celebrate with rest of the Lasallian Family . Greet them through videos. "One hundred Years! One La Salle! Animo La Salle!"
- Create your own centennial slogan! Answer this question: What does 100 years of Lasallian Presence mean to you?"

## WHAT ARE THE ACTIVITIES DURING THE CENTENNIAL?

The Centennial Year celebration will commence on June 16, 2011 until June 16, 2012. The following are the major activities:

- Opening Ceremony and High Mass on June 16, 2011
- Closing Ceremony and High Mass on June 16, 2012
- Arrival and tour of a Relic of St. La Salle
- Visit of the Superior General and the Vicar General of the Brothers of the Christian Schools
- Realization of the 20% Full Scholarship Equivalent through the Php 2 Billion scholarship endowment fund target
- One Million Trees & Beyond (tree planting project)
- Centennial Arts & Culture Extravaganza (December 2011 and February 2012)
- Lasallian Pilgrimage to France (Sojourn); Philippine Lasallian Pilgrimage
- Animo Night in all district schools
- Lasallian Exhibits, Book Launchings, Symposia & Lectures
- a Mega Job Expo (the target is to generate 100,000 jobs)
- The Formation of the Largest Human Lasallian Star (about 100,000 persons at the Luneta Park)
- Activities led by the Alumni Association
  - UMAEL International Congress/Alumni World Congress (Oct. 26-30, 2011)
  - Grand Centennial Homecoming Opening (March 05, 2011)
  - Grand Centennial Homecoming Closing (March 03, 2012)
  - World Alumni Congress
- Activities of De La Salle University
  - Hosting of UAAP Season 73 (2010-2011)
  - Centennial Tree (Bituin tree)
  - Hosting of ASAIHL Conference (Nov. 9-11, 2011)
  - Hosting of International Association of Lasallian Universities (IALU) General Assembly (Feb. 20, 2012)
  - World Universities Debate Championship "De La Salle Worlds" (Dec. 27, 2011 to Jan. 4, 2012)
  - La Salle Achievers; University-Wide Lecture Series; 100 Schools Project
  - 100 Years of Lasallian Empowerment: 100 Inspiring Youth Stories and Evolution of Student Movement in DLSU
  - DLSU Centennial Fun Run; Lasallian Olympics (Inter-La Salle Competition)
  - Tatak Lasalyano (Song writing competition, etc. for opening and ending of the centennial celebration)