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Republic of the Philippines  
DEPARTMENT OF EDUCATION  
Schools Division Office of Bulacan  
**ADVISORY**  
No. 011 s. 2023  
To:  PUBLIC  PRIVATE  PSDS  
 Elementary  Junior High School  Senior High School  
 Elementary School Principals/School Heads  
 Secondary School Principals/School Heads  
For Information:  
ROWENA S. CIAMBAO, CESE  
Assistant Schools Division Superintendent  
OIC Office of the Schools Division Superintendent

REGIONAL OFFICER  
JAN 27 2023

25 January 2023

JAN 27 2023

**DR. MAY B. ECLAR**  
Regional Director, Region III  
**DEPARTMENT OF EDUCATION**  
Diosdado Macapagal Government Center,  
San Fernando, 2000 Pampanga

Advisory  
No. 0013 s. 2023  
To: All Schools Division Superintendents  
For information.  
MAY B. ECLAR, PhD, CESO III  
Regional Director

Dear Dr. Eclar:

Magical Greetings from Enchanted Kingdom (EK), the first and only world-class theme park in the country!

We at Enchanted Kingdom are committed to constantly provide wholesome family leisure and entertainment. Part of creating magical experiences is the incorporation of our core values in everything that we do for our guests. Aside from the unique rides and attractions, EK has expanded into **EDUTAINMENT**. We enrich the magical experience of our guests through **learning opportunities** that maximizes the utilization of rides and attractions not just for fun but for educational purposes as well. We believe that we can do more than just merely being a venue of fun and relaxation. This is the magic of Enchanted Kingdom we want to live on and on.

We reinvented the concept of edutainment with the pioneering program "**Enchanting Classroom**." This experiential one-of-a-kind curriculum gives physics, geography and environmental awareness a different kind of twist with Enchanted Kingdom serving as the colorful backdrop for these subjects. An explorat kit, which comprises three distinct e-learning modules, is created as a supplement to the said program for the three groups of students: pre-school to grade 3, grade 4 to grade 7, and high school. These modules are handed to students during school tours to assist them as each module has guide questions to ensure that students will know what to look for in a specific ride or attraction. **A set of activities and exercises will help the teachers to evaluate whether their students have learned from their experience at the Park.**

Aside from the Enchanting Classroom program, several educational initiatives have been developed to meet our student market needs. To name a few, below are the additional programs or activities that we have initiated.

- **AGILA the EKsperience** – country's first and only flying theatre that takes you on a thrilling journey across the Philippines. AGILA's flight will fire up curious fascination with the beauty of the archipelago and help build national pride in the richness of our national heritage.
- **BOTANY inside the Park** - trees and plants found inside the Park are labeled with their scientific names.
- **School Caravan** – we bring out the magic and go to different schools to invite the students and the schools to participate in an educational trip at the Park. We bring the Bayani show, a 30-minute live show depicting of our national heroes' lives and we make this more fun and exciting as we bring all the mascots at the school to meet and greet the students.

Park Address : San Lorenzo South Village, Sta. Rosa, Laguna Tel. Nos. : (+632) 8 584-3535 or (+632) 8 584-4326 to 29  
Makati Address : G/F Salustiana D. Ty Tower, 104 Paseo de Roxas, Legaspi Village, Makati City, Tel Nos. : (+632) 8 830-3535 or (+632) 8 830-2112 to 16

[www.enchantedkingdom.ph](http://www.enchantedkingdom.ph)

<https://www.facebook.com/enchantedkingdom.ph>

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- **E-Learning Seminar** – designed for K-12 students and college undergraduates to help them be more equipped in their specialization, specifically, Engineering or Park Operations, Tourism, Accounting, Information Technology, Sales and Marketing, Communications Management, Human Resources Management and Organization Development, HRM Courses on Restaurant Management and Food Technology. Each seminar has different outline of programs so that the best practices and experience shared during the seminar fits in the line of work of the participating students.
- **Brigada Eskwela** – Annually, we transform selected classroom into an Enchanting Learning Zones. Enchanted Kingdom values and the theme park's E-Kindness advocacy, which promotes the preservation of the environment, are incorporated in the theming of the wall and classroom paintings.
- **Eldar's Medal of Excellence** - students deserve to be recognized for their hard work in school. We pay tribute to selected graduates who have achieved academic excellence and have exemplified the values of hard work and dedication through the citation, and a treat to a day in the Park with family.

Indeed, we have kept our word of providing support to youth education through our consistent implementation of the aforementioned initiatives and our unwavering efforts to strengthen our partnerships with the Department of Education.

Alongside with our innovative efforts, we have always been after the safety of our guests. In fact, we adhere to ASTM International standards. ASTM International is a global forum for the development of consensus standards. The basic minimum requirements for amusement rides and devices are the ASTM Committee F-24 Standards. We deploy only rides and amusement equipment from Europe, the US and Asia that have been designed, manufactured, and tested under standards contained in EN 13.814, DIN 4112, HSG 175 or ASTM F-24, all of which are currently being harmonized into a single worldwide safety norm, ASTM International.

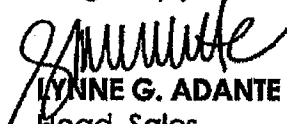
Apart from the adherence to this international safety standard, we at EK have cultivated a safety culture since the park had opened in 1995. We consider safety as one of our core values that govern our behavior and actions towards all aspects of park operations — park planning, ride design, training of cast members (employees), equipment, technological monitoring, ride loading, restraint systems, inspection procedures, and maintenance. Before the Park opens, our own Safety and Maintenance engineers conducts opening procedure and incorporate sanitation wherein all the rides and attractions undergo test cycles and thorough cleaning and disinfection. They also perform monthly, quarterly and annual inspection & preventive maintenance procedures, in strict accordance with the specifications of ride manufacturers; monitor the manufacturers' service bulletins for safety upgrades; and participate in the annual safety audit of the rides, attractions and facilities as conducted by an industry- accredited inspector. In fact, the **International Theme Park Services (ITPS)** based in Cincinnati, Ohio conducts the annual maintenance and safety audit of our rides, attractions, and facilities.

Even more now, we continue to adhere to health and safety protocols as mandated by the government to ensure the safety of our guests and expect more pioneering initiatives from Enchanted Kingdom as we commit to help improve the industry particularly in safety and education in delivering safe family fun. We hope that our partnership with you will not be curtailed as we believe that through the spirit of participation in education-related undertakings, we at Enchanted Kingdom can greatly help in the future of the country's educational backbone.

We are requesting your good office that we may be endorsed to go around the respective schools in the City/Division to promote the educational programs of Enchanted Kingdom to generate awareness and encourage visits to the Park. We are very willing to work with you to help improve these programs. Feel free to get in touch with me anytime at my mobile number, 0908-8840627.

We are looking forward to opening our gates to students from **Region III!**

Magically yours,



**LYNNE G. ADANTE**

Head, Sales

ENCHANTED KINGDOM, INC.