

PRESS RELEASE

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Imelda "Emmie" Ortega Anderson, Founder of Pinoy Power Honolulu Radio Program, Is Unanimously Selected As One Of The 2009 Twenty Outstanding Filipinos Abroad (TOFA)

HONOLULU, HAWAII, , March 03 (PinoyGlobal) - Imelda Collado Ortega Anderson, formerly of Manila and Laoag City, Philippines, and now residing in Honolulu, Hawaii, a beauty and brain founder of the #1 Voted Radio Program heard daily in Hawaii, is unanimously selected as one of the **2009 Twenty Outstanding Filipinos Abroad (TOFA)** by the **TOFA Panel Board** of Judges headed by **Nonoy & Aida Mendoza** of the **FILIPINO IMAGE MAGAZINE (FILIM)** and the **PINOY GLOBAL ONLINE NEWS (PGON)**, and the **ROXANNE ANDREA MENDOZA (RAM) MEMORIAL FOUNDATION**.

The **TOFA** project was initiated in 1990 and have been commended by the governments of the United States, Canada and the Philippines. The bio-data of the 320 Past TOFA Awardees are found in the **PINOY GLOBAL ON LINE NEWS : WWW.FILAMIMAGE.COM**, a 24/7 global web site.

The **CRITERIA, HISTORY** and other **TOFA** informations are found in the popular website. A complete copy issue of **FILIPINO IMAGE Magazine's** 2006, 2007 & 2008 Souvenir Journals , detailing more one hundred pages of bio-data of the **2008 TOFA** awardees and photographs; VIP Special Messages and including all the Congratulatory Messages and ADS, in full color, are in the website and free for all to read globally. An unprecedented feat in Filipino journalism.

The 3-day 14th annual event starts on **Thursday, Aug. 27, 2009** with an informal get-together for the awardees and their special guests. The following, **Friday, Aug. 28th**, the VIP Luncheon at JW Marriott Hotel, and at night, the fabulous welcome dinner reception at the **Philippine Embassy**. The following day, **Saturday, August 29**, a sight-seeing tour, and photo opportunity around the Nations' Capital, capped with a memorable VIP Dim Sum Luncheon. At night, **Saturday, August 29, 2009**, is a formal gala Banquet and Ball Award Ceremony. After the gala is the traditional Filipino breakfast which will end the whirlwind social functions.

Imelda Collado Ortega Anderson is the daughter of the late Francisco Ortega and and the former Teresita C. Andres. '**Emmie**' as she is affectionately known, was the



Imelda Collado Ortega Anderson
Founder
PINOY POWER
Voted #1 Hit Filipino Radio Program

2007 United Filipino Council of Hawaii, (UFCH) Mrs. Hawaii Filipina Queen. The beauty and brain Emmie is the founder of **Pinoy Power**, voted #1 Filipino Radio Program heard daily on KPHI 101.5 FM 11:30 AM and Statewide Oceanic Cable Channel 882.

Born in Tondo, Manila, but grew up in Laoag City, she came to the United States at the age of 10 and resided in the Island of Lanai where she finished high school with high honors. She earned her degrees in both Hotel Management and Business Administration from Cannon's International Business College also with the highest honors. Emmie is married 24 years to John Leon Anderson II, retired Vice President of the Prudential Insurance Company. They have three children: Jaymie Anderson-Tyau; Johnelle Rozlyne, and John-John. #

*You are cordially invited to honor
Imelda Collado Ortega Anderson*

*Founder
PINOY POWER*

Twenty Outstanding Filipinos Abroad

TOFA 2009

GRAND GALA BANQUET & BALL

-Dance Music by DJ-

BRIEF PROGRAM • TOFA 2009 & OTHER PAST AWARDEES & FIL-AM VIPS

Saturday, August 29, 2009

Starting at 7:00 p.m.

J. W. Marriott Hotel

The Grand Ballroom Washington, D.C.



*Imelda Collado Ortega Anderson
Founder
PINOY POWER*



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To be with Awardee's Group, Specify Awardee's Name When Ordering Ticket

AWARDEE : IMELDA COLLADO ORTEGA ANDERSON

Amount Enclosed: \$ _____

- \$ 2,250.00 for 10 Guests Gala Banquet & Ball Award Presentation Special VIP RESERVED Table
- \$ 950.00 for 10 Guests Gala Banquet & Ball Award Presentation RESERVED Table
- \$ 95.00 Per Guest Gala Banquet & Ball Award Presentation
- \$ 500.00 Full-Page Congratulatory AD in *FILIM 2009 Souvenir Journal & 24/7 Pinoy Global Online News*
- \$ 300.00 Full-Page Congratulatory AD in *FILIM 2009 Souvenir Journal only*
- \$ 300.00 Full-Page Congratulatory AD in *24/7 Pinoy Global Online News ONLY*
- DONATION to the RAM FOUNDATION

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Special Advertising Offer To Honor Our Friend

EMMIE ORTEGA ANDERSON

2009 Twenty Outstanding Filipinos Abroad (TOFA)

Advertising rates you cannot refuse !



PinoyGlobal ONLINE NEWS (PGON) --- Distributed globally by

electronic mail to the Americas including to the United States and Canada; European countries; Middle East countries; Asian countries, including the Philippines.

To read Filipino Image Magazine (FILIM), click on: WWW.FILAMIMAGE.COM. View 2006, 2007 & 2008 FILIM Souvenir issues - from cover to cover to get an idea. Available at the web site... Unique. Latest **21st approach to journalism**. Produced by Filipino Image Magazine (FILIM) since 1987. Also available: Manila major dailies, PGON "LEAD STORIES FOR THE WEEK", bio-data of "Circle of Leaders" & other Fil-Am luminaries; and various interesting Philippine subjects For the Filipinos. By the Filipinos. 24/7 (24 hours/seven days a week).

FILIPINO IMAGE MAGAZINE CREDENTIALS:

- (1) Member since 1993 in good standing of the National Press Club of Washington, D.C., the largest and most prestigious group of journalists and affiliates in the world;
- (2) Member of the Philippine News Agency, the largest news organization in the Philippines;
- (3) Originator and Founder of the popular "Twenty Outstanding Filipino-Americans" (TOFA 1) in the United States and Canada since 1990 with 280 awardees in the web site;
- (4) Originator and Founder of the Twenty Outstanding Filipinos Abroad" (TOFA 2) with diplomatic and consular establishments of the Philippine Government as a major source.

TARGETED and **FOCUSED** because we cater to multi-billion dollars Filipino market, rapidly growing GLOBALLY ... yet barely untapped and unspoiled -- mostly OFWs (Overseas Filipino Workers) and Filipino compatriots numbering into millions residing in various parts of the globe.

This AD RATES (85% Off) are ONLY in conjunction with the TOFA 2009 Project. Filipino Image Magazine (FILIM) & PinoyGlobal ONLINE NEWS (PGON) Corporate Advertising Rates Are Also in the web site.

Do not miss this opportunity to greet EMMIE ORTEGA ANDERSON

PLEASE MAKE CHECK PAYABLE TO: FILIPINO IMAGE MAGAZINE AND TO:
PINOYGLOBAL • Nonoy Mendoza • 1600 North Oak Street - Unit # 719 • Rosslyn, VA 22209
To be with Awardee's Group, Specify Awardee's Name When Ordering Ticket



AWARDEE : EMMIE ORTEGA ANDERSON

Amount Enclosed: \$ _____

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Member Since 1993

TOFA 2009 Planned Schedule of Activities

EMMIE ORTEGA ANDERSON

Thursday, August 27, 2009

8:00 p.m. - Mendoza Presidential Suite

- Awardees & spouses are Special Guests
- Informal get together to introduce each other
- Limited Number of Guests

Friday, August 28, 2009

11:30 a.m. - VIP Luncheon

J.W. Marriott Hotel - Luncheon Room

- Honoring & Formally Welcoming the TOFA 2008
- Welcome Address by VIP
- Limited Number of Guests Are Welcome

6:30 p.m. Welcome Party by Philippine Ambassador

Philippine Embassy

- Courtesy Call with Philippine Ambassador • Photo Op
- Limited Number of Guests Are Welcome

Saturday, August 29, 2009

8:30 a.m. - City Historic Tour

Photo Opps & Luncheon

- Photo Opps • Washington Historic Monuments
- Limited Number of Guests Are Welcome

11:30 a.m. - Fortune Restaurant

Dim Sum & Seafood VIP Lunch

Saturday, August 29, 2009

6:30 p.m. - JW Marriott Hotel

- Grand Ballroom Banquet & Ball • Awarding Ceremony
- Limited Number of Guests Are Welcome

Sunday, August 30, 2009

12:15 a.m. - Mendoza's Suite

- Traditional Filipino Breakfast Honoring Current & Past Awardees
- Guests of **Emmie Ortega Anderson** Are FREE and Welcome



Imelda Collado Ortega Anderson
Founder
PINOY POWER

RESERVE YOUR HOTEL BY APRIL 01, 2009

It is important that reservations are made at the earliest (Starting April 01, 2009) under Filipino American Group (TOFA). Special discount rates available for limited time and space. First come, first serve only!

J. W. Marriott Hotel

1331 Pennsylvania Ave. & 14th Street

Washington, D.C. 20004

Reservations: (202) 393-2000 • 1-800-228-9290



TOFA 2009 Planned Schedule of Activities
RESERVATION & ORDER FORM
Net Proceeds Donated To RAM Memorial Foundation

FUNCTION

NUMBER OF GUESTS

AMOUNT DUE

Thursday • August 27, 2009

8:00 p.m.

- VIP Get Together for TOFA Awardees
- **FREE to AWARDEES & Guests** (Hosted by Mendozas) x _____ Hosted by the Mendozas

Friday • August 28, 2009

11:30 a.m.

J.W. Marriott Hotel - Luncheon room

- Honoring & Formal Welcome of 2009 TOFA
- **FREE to 2009 AWARDEES**
- VIP Special Guest from the Philippines \$75.00 x _____ \$ _____

Friday • August 28, 2009

Philippine Embassy

6:30 p.m.

- **FREE to 2009 AWARDEES**
- Ambassador Formal Welcome of 2009 TOFA \$75.00 x _____ \$ _____

Saturday • August 29, 2009

10:00 a.m.

- **FREE to 2009 AWARDEES**
- VIP Tour of Historic Monuments & Spots Including Dim Sum V.I.P. Luncheon \$75.00 x _____ \$ _____

Saturday • August 29, 2009

6:30 p.m.

- J.W. Marriott Hotel - Grand Ballroom
- **FREE to 2009 AWARDEES**
- TOFA GALA Awarding Banquet & Ball
- VIP RESERVED SEAT - Blue Table Cloth \$ 250.00 x _____ \$ _____
- REGULAR SEAT - \$ 95.00 x _____ \$ _____

Sunday • August 30, 2009

12:30 midnight

- **FREE to 2009 AWARDEES & THEIR GUESTS**
- Traditional Filipino Breakfast
- 2009 & All Past Awardee & Espouse & Guests - FREE x _____ Hosted by the Mendozas

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