

PRESS RELEASE

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Member Since 1993

Filipino-American Civic and Business Leader, Gus Mercado, One Of The Twenty Outstanding Filipinos Abroad (TOFA) To Be Feted In A Three Day Festivity

DALLAS, TEXAS, July 07 - (PinoyGlobal) GUS MERCADO is an award winning writer and golf enthusiast is the owner and current CEO of a high-tech wireless engineering company, DataLogix. He as well engages himself into writing and is known to be the publisher and editor-in-chief of an award-winning international business and technology magazine, known as *Business Horizons*. Gus Mercado 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.

The popular project was initiated in 1990 and have been annually commended by the governments of the United States, Canada and the Philippines. The bio-data and photographs of the 2009 TOFA Awardees and the 380 Past TOFA are found in the Pinoy Global Online News (PGON) website: WWW.FILAMIMAGE.COM. Informations pertaining to the TOFA such as the CRITERIA, HISTORY and other relevant informations are all in the web site. The unprecedented complete copy of several of the issues of FILIPINO IMAGE Magazine's Souvenir Journals, and the complete bio-data of the 2009 TOFA Awardees, their photographs, special messages and including all the Congratulatory Message ADs, in full color, are in the website and free for all to read globally - an unparalleled journalism feat.

The 3-day 16th annual event starts on Thursday night, Aug. 27, 2009 with an informal get together for the 2009 Awardees and their invited guests at the Presidential Suites of the Mendozas. Followed by a luncheon on Friday, Aug. 28, 2009, with the VIPs commemorating the 22nd Anniversary of the founding of FILIPINO IMAGE Magazine. The 2009 Awardees will be formally introduced. Invited are VIP guests from the Philippines and several Past TOFA Awardees and their guests. At night time, is the Philippine Embassy VIP Dinner Reception. On Saturday, Aug. 29 at 8:30 a.m., the VIP Tour of the Historic Monuments around the Nation's Capital for photo opportunity, followed by a VIP Dim Sum Lunch. Starting at 6:30 p.m., Saturday, Aug. 29th, is the prestigious Gala Banquet & Ball Award Presentations. Dance music is provided by a popular Filipino Band & DJ from Washington, D.C. The annual event is concluded after midnight with the traditional "After-the-Ball Filipino Breakfast" at the Mendozas' suite. All venues will be



GUS MERCADO
Dallas, Texas

held at the fabulous J. W. Marriott Hotel in Washington, D.C., the hotel chain's Flag Ship.

FINAL 2009 AWARDEE LIST are Gus Mercado - Dallas, Texas • Erlinda Sayson Limcaco - Backwood, NJ • Grace Valera-Jaramillo - Washington, D.C • Zeny Almario - Paterson, New Jersey • Angel Arando - London, England • Emmie Ortega Anderson - Honolulu, Hawaii • Dr. Tris S. Briones - Newburgh, Indiana • Ador Carreon - Ft. Washington, MD • George Daria - Virginia Beach, VA • Eileen DeCesare - Vienna, VA • Federico B. Gimenez - Vancouver, B.C., Canada • Dr. Bambi Lorica - Potomac, Maryland • Council Chairman Danny Mateo - Molakai, Maui, Hawaii • Luz Sapin Micabalo - Las Vegas, Nevada • Sally O'Connor - New Orleans, Louisiana • Belle Santos-Owens - Baltimore, MD • Maricel Lichauco Quiroz - Chicago, Illinois • Dr. Jess Socrates - Hanover, Pennsylvania • Dr. Francisco Santos Sy - Bethesda, MD • Tony Pizarro - San Diego, CA. #

You are cordially invited to honor
GUS MERCADO

Twenty Outstanding Filipinos Abroad

TOFA 2009

GRAND GALA BANQUET & BALL

-Dance Music by Band & 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.



GUS MERCADO
Dallas, Texas



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FILIPINO IMAGE Magazine

P.O. BOX 40068

WASHINGTON, D.C. 20016

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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: GUS MERCADO

Amount Enclosed: \$ _____

- () \$ 2,500.00 for 10 Guests Gala Banquet & Ball Award Presentation **Special VIP RESERVED Table**
- () \$ 250.00 for 1 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

CREDIT CARD ACCEPTED: MasterCard, Visa, Discovery & American Express

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Why Advertise? • Electronically Distributed to: TOFA 2009 and TOFA Past Awardees • Chicago 2006-07-08 Filipino Hall of Fame Awardees • Financially Qualified Filipinos • Filipino-American Organizations & Groups • Philippine Diplomatic and Consular Posts in the world • Philippine Government Departments & Offices • Major Philippine businesses • "Powers-that-be" in the major areas globally

AVAILABLE IN THE WEB: WWW.FILAMIMAGE.COM - Just point "Click" and Read
FILIPINO IMAGE MAGAZINE 2006•2007•2008 SOUVENIR JOURNAL JOURNALS
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2009 Twenty Outstanding Filipinos Abroad (TOFA)
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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.
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PLEASE MAKE CHECK PAYABLE TO: FILIPINO IMAGE MAGAZINE AND TO:
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To be with Awardee's Group, Specify Awardee's Name When Ordering Ticket

AWARDEE : GUS MERCADO

Amount Enclosed: \$ _____

- () \$ 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
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DO NOT MISS
TOFA 2009 Planned Schedule of Activities
RESERVATION & ORDER FORM
GUS MERCADO - TOFA 2009



<u>FUNCTION</u>	<u>NUMBER OF GUESTS</u>	<u>AMOUNT DUE</u>
<u>Thursday • August 27, 2009</u>		
<u>8:00 p.m.</u>		
• VIP Get Together for TOFA Awardees		
• FREE to AWARDEES & Guests (Hosted by Mendozas)	x _____	Hosted by the Mendozas
<u>Friday • August 28, 2009</u>		
<u>11:30 a.m.</u>		
<u>J.W. Marriott Hotel - Luncheon room</u>		
• Honoring & Formal Welcome of 2009 TOFA		
• FREE to 2009 AWARDEES		
• VIP Special Guest from the Philippines	\$75.00 x _____	\$ _____
<u>Friday • August 28, 2009</u>		
<u>Philippine Embassy</u>		
<u>6:30 p.m.</u>		
• FREE to 2009 AWARDEES		
• Ambassador Formal Welcome of 2009 TOFA	\$75.00 x _____	\$ _____
<u>Saturday • August 29, 2009</u>		
<u>10:00 a.m.</u>		
• FREE to 2009 AWARDEES		
• VIP Tour of Historic Monuments & Spots Including Dim Sum V.I.P. Luncheon	\$75.00 x _____	\$ _____
<u>Saturday • August 29, 2009</u>		
<u>6:30 p.m.</u>		
• 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 _____	\$ _____
<u>Sunday • August 30, 2009</u>		
<u>12:30 midnight</u>		
• FREE to 2009 AWARDEES & THEIR GUESTS		
Traditional Filipino Breakfast		
2009 & All Past Awardee & Espouse & Guests - FREE	x _____	Hosted by the Mendozas
<u>ADVERTISEMENT IN SOUVENIR JOURNAL</u>		
• FULL PAGE <u>FILIPINO IMAGE MAGAZINE (FILIM)</u> & <u>PINOY GLOBAL ONLINE NEWS (PGON)</u> Web Site (24/7) for FOUR (4) months displayed	\$500.00 x _____	\$ _____
• FULL PAGE PINOY FILIM only Web Site for FOUR (4) months displayed	\$300.00 x _____	\$ _____
• FULL PAGE PINOY GLOBAL only Web Site for FOUR (4) months displayed	\$300.00 x _____	\$ _____

RESERVATION & ORDER FORM

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Make Check payable and mail to: PinoyGlobal -or- FILIPINO IMAGE Magazine
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