



Republic of the Philippines
Department of Education
 Region VI- Western Visayas
SCHOOLS DIVISION OF SAGAY CITY

August 7, 2024

Division MEMORANDUM

No. 481, s. 2024

LAKAS SA GATAS NATIONAL DANCE CHALLENGE COMPETITION

TO: Assistant Schools Division Superintendent
 Chief Education Supervisors (CID & SGOD)
 Public Schools District Supervisors
 Public Elementary & Secondary School Heads
 All Others Concerned

1. The Division School Health & Nutrition Section is calling for entries to join the Lakas sa Gatas National Dance Competition in support to the Lakas sa Gatas Milk Campaign for SY 2024-2025 per DM No. 036, s. 2024 (refer to Enclosure No. 1 for the guidelines). You may access a copy of the official Lakas sa Gatas Jingle through this QR Code:



2. Deadline for entries is on or before October 11, 2024, please submit a file copy of the video to Division SBFP-Milk Focal Person Lisette Grace Cabalang or e-mail to shnu.sagay@gmail.com with SUBJECT: LAKAS SA GATAS.

3. It is understood that in the conduct of this activity, there shall be no discrimination based on age, school, gender, civil status, disability, religion, or other similar factors, or personal circumstances that run counter to the principles of equal opportunity

4. Immediate and widest dissemination of and compliance with this memorandum are desired.

for: [Signature]
MARSETTE D. SABBALUCA, CESO VI
 Schools Division Superintendent

Reference: RM 696, s. 2024

Enclosure: Guidelines (Enclosure No. 2 to DepEd Memorandum No. 036, s. 2024)

To be indicated in the Perpetual Index
 under the following subjects:

MILK FEEDING

NUTRITION

CAMPAIGN

Lgbucabalang/ lakassagatasdancechallengememo
 August 7, 2024



**GUIDELINES FOR THE "LAKAS SA GATAS"
NATIONAL DANCE CHALLENGE COMPETITION**

1. **Dance Challenge.** Interested schools shall submit to their respective Schools Division Offices a dance challenge video using the original Lakas sa Gatas Jingle. The dance challenge entries shall express the theme, **"Talino at Gilas, Tiyak Lalabas, Panalo ang Batang may Sapat na Gatas."**

All entries shall be in groups with at least 10 to 15 learners. Choreography shall be original and may be composed by learners. However, stunts and dangerous routines are prohibited in the dance challenge. Interpretation of the jingle's lyrics and the campaign's theme through catchy dance moves shall also be considered when making the choreography. Participating groups are encouraged to have minimal to no expenses incurred for this competition.

2. **Video Production.** The dance challenge shall be submitted as a video according to the following recommendations:

- a. A good background and lighting shall be considered. The subject may be illuminated using a ring light or any light source. A natural source of light can be utilized by facing a window.
- b. Video editing shall be limited to transitions and no distracting video effects shall be used. The original color grading of the video shall also be retained.
- c. Texts in the video shall use the MATATAG font, "Goldplay". The addition of texts is only recommended when introducing the school and during credits where choreographers, contributors, and participants shall be properly attributed.
- d. The video shall follow the recommended minimum specifications:
 - 1) File Format: MP4
 - 2) Dimensions: 1920px x 1080px (16:9)
 - 3) Resolution: 720p or 1080p
 - 4) Orientation: Landscape
 - 5) Frame Rate: 30fps

3. **Submission of Entries.** Participating groups shall submit their official entries to the SDOs strictly **on or before October 11, 2024**. The SDOs shall then submit to the RO their chosen best dance challenge entry for the competition strictly on or before October 25, 2024.

Each RO shall submit one (1) official entry to BLSS-SHD strictly on or before November 8, 2024, through this link <http://tinyurl.com/LSG-DanceCompetitionVideo>.

4. **Criteria for Judging.** BLSS-SHD, ROs, and SDOs shall use the following criteria:

- a. **Choreography (30%)** – Choreography used is original and catchy. It also showcases musicality by following the music's rhythm and tempo. The jingle's lyrics, sounds, and layers are also expressed by the choreography.
- b. **Performance (30%)** – Dance is on time with the beat and follows the music's melody. Dancers execute the moves uniformly and are synchronized as a group. Personality and character add showmanship to the performance.

c. Creativity (20%) – Variety of formations, unique ways and presentation, and creative twists make the dance visually exciting.

d. Relevance to the Theme (20%) – The dance expresses the campaign's theme and the jingle's lyrics.

5. **Deliberation and Announcement of Winners.** BLSS-SHD shall deliberate the regional entries with a select panel of judges from the Central Office. The announcement of the top three (3) winners shall be made on or before November 22, 2024.