



Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON  
SCHOOLS DIVISION OF BATANGAS

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Advisory No. 097, s. 2024  
September 9, 2024

In compliance with DepEd Order (DO) No. 8, s. 2013  
this advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of DepEd officials,  
personnel/staff, as well as the concerned public.  
(Visit [www.deped.gov.ph](http://www.deped.gov.ph))

**EK's WORLD TEACHERS DAY: A MAGICAL CELEBRATION**

The Enchanted Kingdom continues to celebrate and pay tribute to beloved teachers during the National Teacher's Month through EK's World Teachers Day.

This year, the World Teachers Day: A Magical Celebration will be held on the 6<sup>th</sup> of October 2024 (Sunday) wherein teachers together with their families will be treated to a special day at the park.

Participation to this activity is subject to the no-disruption-of-classes policy provided under DepEd Order No. 9, s. 2005 titled Instituting Measures to Increase Engaged Time-on Task and Ensuring Compliance Therewith and the policy on off campus activities stated in DepEd Order No. 66, s. 2017.

For more information, please contact:

**Manuel G. San Jose**

Section Head – Schools  
Sales Division

(+63) 998 993 3626 | (+63) 920 9381651  
(+632) 8 830 3535 loc. 35

[msanjose@enchantedkingdom.ph](mailto:msanjose@enchantedkingdom.ph)

Avel C. Silva

Sales Executive – Schools  
Sales Division

(+63) 908 884 0647  
(+632) 8 584 3535 loc. 431

[acsilva@enchantedkingdom.ph](mailto:acsilva@enchantedkingdom.ph)

RVR / EK's World Teachers Day: A Magical Celebration / R2-136642/ 09/09/2024



**Address:** Provincial Sports Complex, Bolbok, 4200 Batangas City

**Telephone:** (043) 722-1840 / 722-1796

**Email Address:** [deped.batangas@deped.gov.ph](mailto:deped.batangas@deped.gov.ph)

**Website:** [www.depedbatangas.com](http://www.depedbatangas.com)

4 SEPTEMBER 2024

**MARITES A. IBAÑEZ, CESO V**  
Schools Division Superintendent  
**Schools Division Office of Batangas**  
Batangas, Batangas

Dear Dr. Ibañez,

Magical Greetings from Enchanted Kingdom!

Greetings from Enchanted Kingdom (EK), the first and only world-class theme park in the Philippines. Since 2013, Enchanted Kingdom continues to celebrate and pay tribute to our beloved teachers during the National Teacher's Month through EK's World Teachers Day. This year, the **World Teachers Day: A Magical Celebration** will be held on the **6th of October 2024 (Sunday)** wherein teachers together with their families will be treated to a special day at the park.

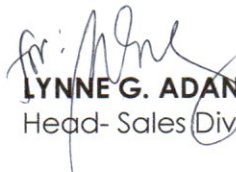
This special celebration is loaded with activities to include learning seminars from invited resource speakers, EDU-fun games, entertainment program, Zumba activities and raffle prizes from our generous sponsors. Teachers can avail of a special Buy 1 Get 1 Promo on Regular Day Pass just for the event.

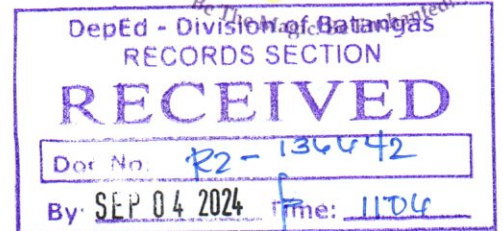
To make this event more meaningful and magical, we would like to invite you to be one of our honored guests, to celebrate with our beloved teachers in appreciation for providing magical experiences to students inside the classroom as we celebrate the World Teacher's Day!

Should you have any concerns or questions, please feel free to call School Team: Avel Silva (0908 884 0647), Hannah Marie Nepomuceno and Manuel San Jose at 0998 9933 626.

Thank you very much and we look forward to your most favorable response.

Magically yours,

  
**LYNNE G. ADANTE**  
Head- Sales Division







**MARITES A. IBAÑEZ, CESO V**  
Schools Division Superintendent  
**Schools Division Office of Batangas**  
Batangas, Batangas

**Dear Dr. Ibañez,**

Mabuhay, magical day!

Enchanted Kingdom, the first and only world-class theme park in the country, continuously strives to innovate as we bring magic and fun to all.

Aside from our rides and attractions, we are also committed to enrich the magical experience of all our guests by providing learning opportunities that are entertaining, engaging, empowering, and inspiring — through our Edutainment (Education + Entertainment) programs. We believe that through consistent implementation of our initiatives and our unwavering efforts to strengthen our partnerships with the Department of Education, we will be able to fulfill our advocacy of providing support to youth education.

In line with this, we are hoping to get in touch with you to discuss further on how we can work with you to help improve our programs and offerings.

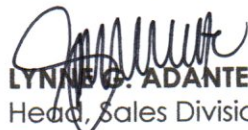
We hope that our partnership with you will flourish as we believe that through the spirit of participation in education-related initiatives, we at Enchanted Kingdom can greatly help in the future of the country's educational backbone.

Kindly see attached for the overview of our programs and offerings, for your perusal.

Should you have any concerns or questions, feel free to contact me through [mgadante@enchantkingdom.com](mailto:mgadante@enchantkingdom.com) and mobile number 0908-8840627.

We are looking forward to opening our magical gates to all the students from Batangas.

Magically yours,



**LYNN B. ADANTE**

Head, Sales Division  
Enchanted Kingdom, Inc.



## ENCHANTED KINGDOM

"A Philippine Original"

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

Enchanted Kingdom (EK) is the Philippines' first, and remains to be, the only world-class themed amusement park in the country to date. Initially dreamt of and conceptualized in 1992, ground was finally broken in August of 1994 and EK opened its gates to an anticipating public on October 19, 1995. Enchanted Kingdom's initial ten (10) hectare area was originally divided into seven meticulously designed themed zones (Victoria Park, Boulderville, Midway Boardwalk, Jungle Outpost, Space Port, Brooklyn Place & Portabello) that depict a certain era in time and/or a certain geographic location, creating an escape from everyday Filipino life. The Cultural Zone and Eldar's Village had since been added dedicated to the Philippines and the Enchanted Kingdom story, respectively. Each of these nine zones have their combination of signature rides and attractions, food and merchandise.

Over the last 29 years, EK had been able to increase the number of its rides, attractions and facilities within its original and expanded footprint of about twelve (12) to fifteen (15) hectares and also increased its area for future development by about twenty (20) hectares, or a total land area of about thirty-five (35) hectares for a future mix of amusement, leisure, lifestyle retail, resort lodging and education, to name a few of the options that Enchanted Kingdom is considering as it charts its future for the next five to ten years. In January of 2020 and prior to the global pandemic, Enchanted Kingdom was accredited and approved as both a "Tourism Enterprise Zone" and a "Registered Tourism Enterprise" by the Tourism Infrastructure and Enterprise Zone Authority (TIEZA) paving the way for its planning and future development into the Philippines' first "Integrated Attractions Destination".

Enchanted Kingdom currently offers its guests a variety of amusement rides (26), attractions (4), event venues (10), play areas (3), skill games (19), food (74), merchandise (19) and other retail outlets (17).

### BEYOND THE RIDES: EDUTAINMENT

EK is committed to provide a wide array of wholesome family leisure and entertainment. Part of creating magical experiences is the incorporation of our core values in everything that we do. Aside from the unique rides and attractions which are located in the nine meticulously themed zones, EK has expanded into other ventures like tEKnovation, **Edutainment** (Education + Entertainment), evangeli-tainment, IT-tainment, and is constantly seeking other endeavors to explore. 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 enrich the magical experience of our guests, especially our young students, through **learning opportunities** that maximize the utilization of rides and attractions not just for fun but for educational purposes as well. Several educational programs have been developed and are being developed to suit the needs and wants of our guests. To name a few, below are the following programs or activities that we have initiated.

- **Enchanting Classroom**

We reinvented the concept of edutainment with the pioneering program, *Enchanting Classroom*. This EKsperiential, one-of-a-kind curriculum gives physics, geography, and environmental awareness a different kind of twist with the Park serving as the colorful backdrop for these subjects.

An **explora 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, grades 4 to 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.

Students can feel the thrill while also learning through the **Physics Behind the Rides** — an educational approach of teaching the fundamental physics laws and principles that makes each of our rides so much fun.

While roaming around the Park, students may also learn from what they see in their surroundings. EK's diverse landscape shelters over 50 species of plants and trees, each labeled with their scientific names.

A set of activities and exercises will also be provided to help the teachers evaluate whether their students have learned from their experience at the Park.

- **EK School Caravan**

Our support for the educational sector is not just limited to what happens inside the Park. We also go beyond our magical walls to conduct the EK School Caravan. This has become one of our annual activities for more than five years now wherein we invite the students and the schools to participate in an educational trip at the Park. It offers a free edutainment show which includes the following activities: **EK-streme Science** (educational show with practical and actual demonstration of experiments); **Storytelling**; and **E-Kindness** (environmental and eco-friendly activities). It is made more fun and exciting as we bring Eldar the Wizard, Princess Victoria, and the rest of the EK characters to meet and greet the students.

- **E-Learning Seminar**

Learning opportunities at EK are made available even to the college students. The *E-Learning Seminar* is especially designed for these 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, and HRM Courses on Restaurant Management and Food Technology. Each seminar has a 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**

As part of our advocacy of promoting a fun, unique and healthy learning environment for students, EK has been continuously participating in the Department of Education's **Brigada Eskwela** for ten years now by transforming adopted classrooms into Enchanting Learning Zones. EK's core values and the E-Kindness advocacy, which promotes the preservation of the environment, are incorporated in the theming of the wall and classroom paintings.

- **STARBOOKS installation**

In partnership with the Department of Science and Technology – Science and Technology Information Institute (DOST-STII), we have acquired and made available two units of STARBOOKS or Science and Technology Academic and Research-Based Openly-Operated Kiosks.

Guests can have access to thousands of curated Science and Technology content for Grades 1 to 12 students through this digital “library in a box” when they visit the Park.

- **Eldar's Medal of Excellence**

After all their hardships, students deserve to be recognized for their hard work. We pay tribute to graduates who have achieved academic excellence and who have exemplified the values of hardwork and dedication through the *Eldar's Medal of Excellence* award.

## **SAFETY AND WORLD-CLASS QUALITY SERVICE AND OFFERINGS**

Alongside our innovative efforts, we have always been after the safety of our guests. We adhere to the standards of ASTM International — 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. These standards were adopted by the Bureau of Product Standards (Philippine Department of Trade & Industry) in 2012 as the Philippine National Standards for Amusement Rides and Devices.

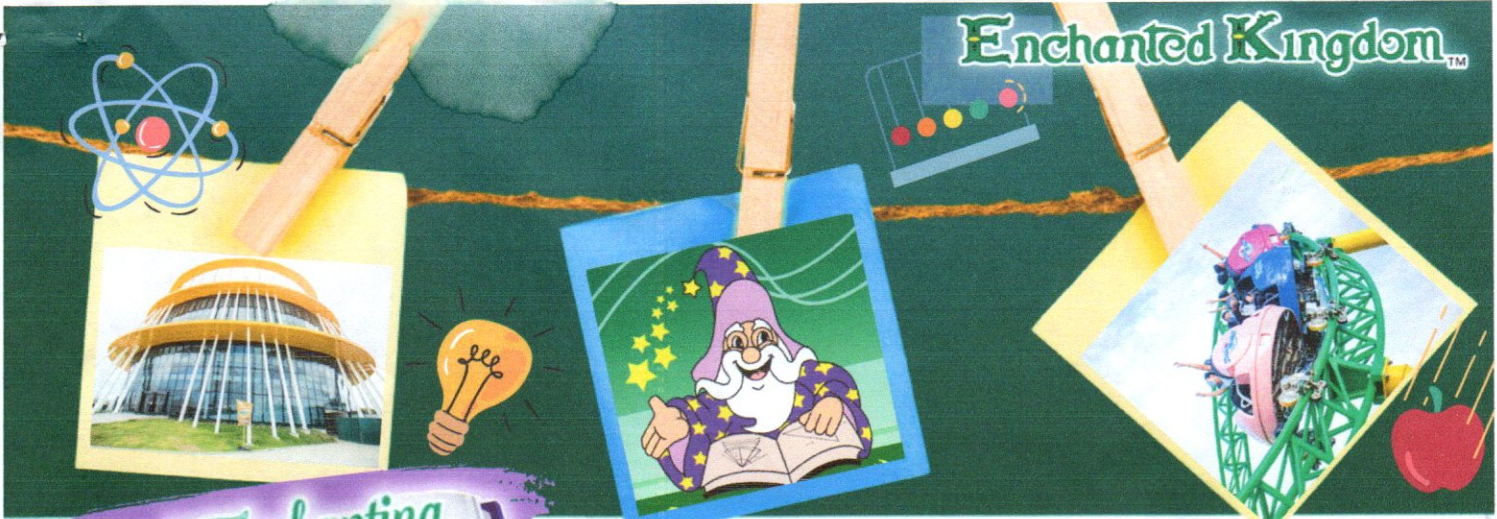
We only deploy rides and amusement equipment from Europe, the US and Asia that have been designed, manufactured, and tested under standards contained in EN 13814, DIN 4112, HSG 175 or ASTM F-24 — all of which are currently being harmonized into a single worldwide safety norm, the ASTM International.

Apart from the adherence to this international safety standard, we cultivated a safety culture since the park had opened in 1995. We consider safety in 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. In fact, before the Park opens, our own Safety and Maintenance engineers conduct opening procedures wherein all the rides and attractions undergo test cycles. We religiously 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. The **International Theme Park Services (ITPS)** based in Cincinnati, Ohio also conducts the annual maintenance and safety audit of our rides, attractions, and facilities.

Recently, EK spearheaded the signing of Memorandum of Agreement on Safety Standards for the Amusement Parks and Attractions Industry at the Philippine Association of Amusement Parks and Attractions (PhilAAPA) which aims to develop a legislative framework of internationally accepted safety standards in the country.

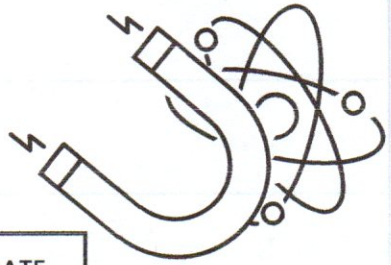
With our CEO and President, Cesar Mario Mamon as a past chairman (2014) of International Association of Amusement Parks and Attractions (IAAPA) - a global alliance of amusement rides and attractions - expect more pioneering initiatives from EK to improve the standing of the industry especially in terms of safety. Being a member of IAAPA for almost 22 years has influenced us to always put the safety of our guests as the top priority. Obedience to IAAPA's code of ethics has taught us "to foster and promote the industry and to protect its excellent reputation of delivering safe family fun."





# Enchanting EDUCATION PROGRAM

## SCHOOL GROUP RATES



DAY	PUBLISHED RATE (WALK-IN)	PUBLISHED RATE (SCHOOL RATE)
Weekday	Php1,200.00	Php750.00
Weekend		Php850.00

Ticket and Cash Incentive:

TERMS	SCHOOL INCENTIVE	
	CASH	TICKET
Early Bird Incentives : Full payment at least 7 days before DOV	Php20 per ticket	20+1
Full payment 6 - 3 days before date of visit	no cash incentive	20+1
Full payment at least 2 days before date of visit		40+1
Full payment 1 day before date of visit		

The special rate will be applied EXCLUSIVELY to SCHOOL GROUPS.

The following minimum numbers must be observed to avail of the school group rates: (COMBINED student, parent & teachers)

- Pre-School – 30 pax
- Grade School to College – 50 pax
- Students/teachers & companion belonging to the school group tour are required to wear their official school/P.E. uniform/official school I.D. or generic colored shirt or stamp to identify that they belong to the group upon entry and while inside the Park.
- FREE OF CHARGE tickets valid for three (3) months from date of release, to be USED EXCLUSIVELY FOR FIELD TRIP PURPOSES, NOT VALID FOR REBOOKING.





## BOOKING REQUIREMENTS

- Letter of Intent on official school letterhead containing ALL of the following information:
- Signature of Principal, School Head or Teacher
- Complete address and contact number/s
- Name of Travel Agent/Tour Operator (if any)
- Date and time of visit
- Confirmed number of participants



**\*\*REGULAR DAY PASS** allows unlimited use of the Park's favorite rides: Space Shuttle, Jungle Log Jam, Swan Lake, Up Up & Away, Roller Skater, Dodgem, Wheel of Fate, Anchors Away, Bump N' Splash, Rialto, Rio Grande Rapids, Flying Fiesta, Grand Carousel, Bumbling Boulders, Air Pterodactyl, Stone Eggs, Dino-saor-us, Boulderville Express, EKxtreme Tower Ride, Disc-O-Magic, Air Race, Agila the Eksperience and the NEW RIDE, Twin Spin.

**\*\*The Agila, the EKsperience** houses three tiers of motion-base seating with special effects designed to provide to an uninterrupted panoramic view of a massive, curved screen ensuring a fully immersive and interactive viewing experience! \*Holders of Regular Day Pass may enjoy the

following facilities by paying the corresponding fees:

7D Theatre = PhP100.00, Xtreme Paintball = PhP200.00 inclusive of markers, vest, tank, mask and 25 rounds of paintball; Fun Kart = PhP800.00 for a single-seater and PhP950.00 for a double-seater, EKaleidoscope = PhP100.00, Lazer Mission 2.0 = PhP100.00, and Alcatraz = PhP270.00.

**\*\*Certain establishments, rides/ attractions** may be modified, have limited capacity or unavailable on the date of visit for safety reasons

**PAYMENTS CAN BE MADE VIA EK ACCOUNT:**  
Bank/ Branch: Banco de Oro/ Perea Branch  
Account Name: Enchanted Kingdom Inc.  
Savings Account Number: 00539-0081022



### FOR BOOKING INQUIRIES:

Contact our Sales Team:

Lynne Adante (0908-8840627)

Ricky Paelmo (0920-9389215)

Avel Silva (0908-8840647)

Manuel San Jose (0998-9933626)

Email: [schools@enchantedkingdom.ph](mailto:schools@enchantedkingdom.ph)