



## **MEDIA RELEASE**

08 April 2013

### **More Fun at Aliwan Fiesta 2013**

Now on its 11<sup>th</sup> edition, Aliwan Fiesta gets grander and more fun this year through its tie-up with the Department of Tourism (DOT) and the Tourism Promotions Board (TPB), also with the collaboration of the City of Manila, City of Pasay, Cultural Center of the Philippines, and Star City.

Dubbed as the “Mother of all Fiestas,” Aliwan is a three-day event organized and founded in 2003 by the Manila Broadcasting Company (MBC). It has since become a yearly festivity every April, gathering some of the country’s finest craftsmen, performers, and muses vying for the best float, best street dance, and the much-coveted *Reyna ng Aliwan*.

DOT Secretary Ramon R. Jimenez Jr. welcomed this new partnership with MBC and said that Aliwan is one of the highlight tourism activities for April. “There is no doubt Aliwan Fiesta is already one of the events in Manila that people look forward to every year. With the Department of Tourism through the Tourism Promotions Board partnering with MBC, we will make sure this year’s Aliwan Fiesta will be grander, louder, and more fun,” the tourism chief added.

“Our participation in this year’s edition adds more credibility to our *more fun* campaign as foreign spectators are able to witness all the major festivals in one sweep. This benefits short-staying guests who will be able to understand our culture better through this extravaganza,” TPB Chief Operating Officer Domingo Ramon C. Enerio III.

Set from 11 – 13 April 2013, Aliwan anticipates a robust regional representation from Aliwan Hall of Famer Dinagyang of Iloilo City, to Sinulog of Cebu City and Panagbenga of Baguio City, to the up-and-coming festivities like the Pakalog Festival of Pasig City; Sambali Cagayana Festival of Cagayan; Alikaraw Festival of Hilongos, Leyte; Padang-Padang Festival of Parang, Shariff Kabunsuan;

and Melimud Festival of South Upi, Maguindanao –which will all showcase the country’s diverse cultures through music, dance, and costumes.

With more than 5,000 participants from all over the country, CCP Complex will be bustling with local and foreign tourists alike who can feast on a visual extravaganza, regional product bazaar, fashion show, street party, band concert, games, and a fireworks display.

As a yearly tradition, a grand parade of dancers and floats along Roxas Boulevard starting from the Quirino Grandstand and culminating with a final showdown in front of Star City in the CCP Complex will cap off the three-day event.

A total prize of three million pesos await this year’s winners who will steal the crown from the 2012 champions: Pamulinawen of Laoag, Ilocos Norte for the best float; the Tribu Pan-ay of Dinagyang Festival for the best in street dance; and the reigning *Reyna ng Aliwan* Angeli Dione Gomez of Toledo, Cebu City.

“The *fiesta* is a quintessential Filipino way of celebration, giving a glimpse of the country’s diverse society, cultural heritage, and unparalleled natural bounties. It is one of the blocks upon which we built our being Filipino. In almost every town, province, or city, fiestas serve as their profound way of remembering the blessings of the past years, commemorating historical milestones, and expressing pious devotion to religious images. Thanks to *Aliwan Fiesta* for making it possible for the traveler to get a feel of the Filipino warmth and catch a glimpse of our festivals in one place for three fun-filled days. Hopefully, this will encourage more tourists to stay longer and excite them to travel outside Manila for a complete, authentic Filipino fiesta experience,” Tourism Secretary Jimenez remarked.

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