

## **DIRECTV donates to ABS-CBN's Bantay Bata 163**

*The World's Most Popular TV service, DIRECTV, gives back to the Philippines by donating to ABS-CBN Foundation's Bantay Bata (Child Watch) on a nationwide scale through Tulong Natin sa Kabataan*

**Jan. 27, 2010 - [PRLog](#)** -- DIRECTV, the world's most popular TV service, in support of Filipinos all over America, formed a partnership in support of a charity based in the Philippines – ABS-CBN Foundation's Bantay Bata 163. Bantay Bata operates a 24/7 hotline that rescues and provides shelter, medical and legal support to children of physical, mental and sexual abuse throughout the Philippines. In a campaign called Tulong Natin sa Kabataan (Our Help for Children), DIRECTV donated funds to Bantay Bata for every customer that signed up for one of DIRECTV's Filipino programming packages throughout all 50 states between 13 October to 31 December 2009. DIRECTV donated a total of \$3,330, converted into Philippines pesos, this amounts to approximately Php153,180.

While ABS-CBN Foundation has a scope of advocacies including community development, education, (emergency) relief and rehabilitation, and environmental awareness, its child welfare program, Bantay Bata 163, is perhaps its most widely known endeavor. It is the only media-based child protection NGO in Asia. What began as a helpline evolved into a full-support program providing counseling and therapy, education and supplemental sustenance, legal and medical assistance, and shelter, among other services. With its mission rooted in rescue operations Bantay Bata, with the help of media partners and concerned government offices, has moved forward to create and provide an environment wherein previously abused Filipino children can grow into their full potential and become assets to their country.

Being a provider of 10 of the most popular Filipino channels, DIRECTV has been able to continuously bring the Philippines to Filipino Americans throughout the U.S. Its thrust has always been to bring their viewers closer to home. And for the growing market of younger viewers, who may not remember the Philippines as "home", DIRECTV's partnership with ABS-CBN in America has resulted in balanced programming from networks such as TFC, ANC, the Kapamilya Channel, MYX and Cinema One Global to make them familiar to the ways, humor and sensibilities of the generations before them and aware of their cultural heritage.

"As a corporation, DIRECTV understands the value of giving back to the community," said Sr. Marketing Manager of WorldDirect, Frieda Shieh. "With this collaboration, Filipino Americans have a simple and personally entertaining way to not only re-connect with their culture, but more importantly, to send their love and help back to their home country."

As a media-based foundation, Bantay Bata naturally relies on exposure to secure support wherever it is available. DIRECTV's support to help this foundation is a perfect partnership to build awareness for this cause with Filipinos globally.

Through Tulong Natin sa Kabataan, new DIRECTV subscribers have the philanthropic opportunity to share their good fortune with a charitable institution (and benefactors). Following the same insight as its programming, DIRECTV knows that although the Filipino market is far away from home, they still hold the Philippines close to their hearts.

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CAPTION:

Bantay Bata 163 Program Director Tina Monzon-Palma receives DIRECTV's check donation from representatives Kim Chiu and Gerald Anderson at the turnover ceremony organized by ABS-CBN Global Corporate Affairs Head Jeffrey Remigio at the Bantay Bata 163 office in Quezon City, Philippines

#### ABOUT BANTAY BATA 163

Bantay Bata 163 is the child welfare program of ABS-CBN Foundation that not only rescues and rehabilitates sick and abused children, but also provides shelter, therapy and quality home care for rescued children until they can be reunited with their families or referred to proper child-caring agencies. For more information, visit <http://www.abscbnfoundation.org>

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#### ABOUT DIRECTV, Inc.

DIRECTV , world's most popular television service to more than 18.4 million customers in the United States and is leading the HD revolution with more than 130 HD channels. Each day, DIRECTV subscribers enjoy access to over 265 channels of 100% digital picture and sound, exclusive programming, industry-leading customer satisfaction (which has surpassed national cable companies for nine years running) and superior technologies that include advanced DVR and HD DVR services and the most state-of-the-art interactive sports packages available anywhere. For the most up-to-date information on DIRECTV, please visit [directv.com](http://directv.com).

For more details on TULONG NATIN SA KABATAAN, go to [www.filipinodirectv.com](http://www.filipinodirectv.com)

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