

Gawad Kasambahay 2019

P R E S S K I T

Nominate and register at
cmgcargo.com/gawadkasambahay2019



What is Gawad Kasambahay?

CMG Group is celebrating its 10th Year anniversary and would like to thank the community especially the Household Workers as part of the big Filipino Community in the UAE. As part of our thanksgiving, we would like to recognize the Household Workers on their contributions thru Gawad Kasambahay Awards 2019 aiming to achieve the following objectives:

- To acknowledge and recognize the hard work and service of the Filipino Household Workers.
- To give honor and appreciation on their role as Unsung Heroes.
- To uplift their morale and highlight their contributions as members of the community.
- To provide opportunities for personal development, develop self-confidence, and offer skills training that are necessary for them to succeed in their future endeavors,
- To encourage active involvement in the Filipino community and to be well represented.

Category Awards

Loyalty Awards (Top 5)
Lady Driver of the Year
Nanny of the Year
House Cook of the Year
Kasambahay Achiever of the Year
Bread Winner of the Year

Household Manager of the Year
K! Idol (Kasambahay Idol)
Sponsors Choice Awards
Special Awards



Prizes

As part of the recognition, the winners will be given with exciting prizes.

- Return Air Ticket to the Philippines
- Pangkabuhayan Showcase
- Cash
- Trophy
- Plaque of Recognition
- Free Cargo Shipping
- Food carts
- Sari-sari Store
- Tour Packages
- Salon & Spa Treat
- Scholarship and many more

Requirements for Nominees

- Minimum of 3 years Household Working Experience as of June 2019
- Filipino Citizen
- Female
- With valid visa in the UAE
- Proof of Employment History (Photos, employment certificate and valid UAE visa)

Panel of Judges

Atty. Felicitas Bay Labor Attache of POLO OWWA, Dubai
Marian Bobbie Carella Chairman of the Philippines Business Council
Yasmin Balajadia-Cortez Spouse of the Consul General of the Philippines
Josie Conlu Chairman FilCom Dubai & the Northern Emirates
Ronald Precilla Chairman Bayanihan Council Fil Com Abu Dhabi

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Program Schedule



- **1st August to 10th September**

Posting of the Gawad Kasambahay 2019 campaign thru various social media platforms to nominate thru www.cmgcargo.com (Shortlisting process on going based on website questionnaire)

- **18th July 2019 at 7:00PM**

Press Conference Vista Land Office – Centurion Tower Deira with Panel of Judges, various social media influencers, news media, TFC, Sponsors.

- **19th August – 29th November**

ABS-CBN TFC TVC Airing of CMG Gawad Kasambahay Sila Naman 2019

- **20th September, Friday from 9:00AM – 3PM**

Personal screening and Interview of Shortlisted Nominees by selected Panel of Judges (Will undergo video interview / photo shoot of Shortlisted Nominees for various categories of awards while doing the screening on site)

- **04th October**

Financial Literacy & Entrepreneur Journey with Francis Medina of Ice Events & Michelle Guinto of CMG Group financial literacy and entrepreneur leadership seminar for all the Nominees.

- **20th September to 20th November**

People's Choice thru Love & Share of the Selected GK Awards (5 videos of Nominees / category / 3 Days)
Voting period of the Nominees

- **20th September to 10th November**

Video shoot / Photo shoot with various Category Awards Nominees & Employers (If possible, Interview with Employers in their house)

- **4th October 2019 @ 5:00PM**

Final Press Conference for the GK Awards Night with Panel of Judges and various Social Media Influencers.

- **5th October to 28th November**

Daily Chika ni Chokie at CMG Cargo FB daily live at 6:00 – 6:30PM interviewing various Nominees, panel of judges and Social Media Influencers

- **1 to 28th November 2019**

Official program planning of GK Awards and finalizing prizes and invites.

- **29th November at 3:00PM**

It's CMG's Gawad Kasambahay 2019!

- **29th November**

Swimming Party of the GK Awards Organizing Committee with Social Media Influencers, Sponsors, Judges.

Download Press Kit Here: cmgcargo.com/gk2019presskit.zip

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For more details and info on how to participate, please whatsapp us at following
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