QUEZON CITY

2011 The Philippine City of Asia

Beautiful Gardens and Parks

Shopping and Dining Haven

24-Hour Metro Centers

Quezon City Central Business District

Center of Health and Wellness

An Education Center

ribution Hub

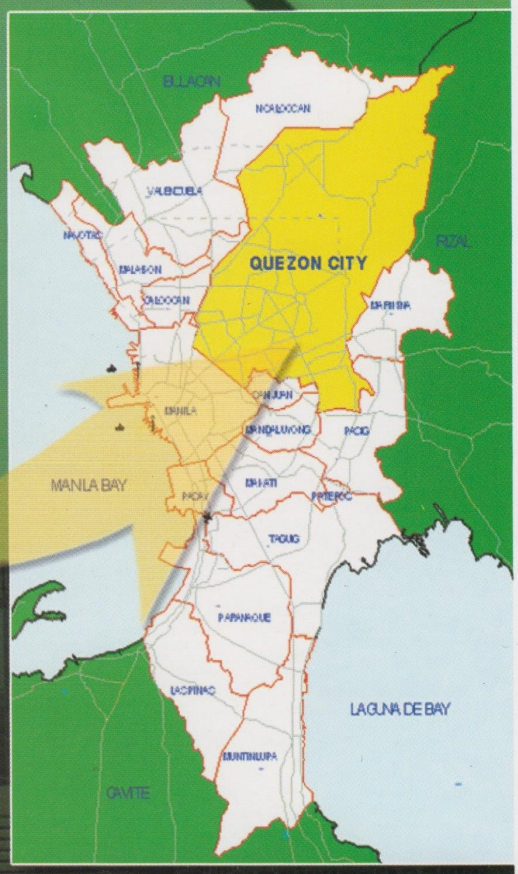
Quezon City

TORY & APPRAISAL
OVABLE ASSETS
0026026

Quezon City is strategically located at the heart of Metro Manila, the most dynamic region in the Philippines.

It is one of the most accessible destinations in the country, having the broadest network of interconnecting roads and mass transit systems.







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FOREWORD

Quezon City is one of the fastest growing metropolitan areas in the Philippines today. Surveys have ranked it among Asia's most dynamic cities. International institutions have also been inviting us to share our best practices in governance initiatives, with other cities of the world.

It is a city that I am proud to call my home, having lived here all my life. It has also been the focus of my public service for the 26 years that I have been in government.

As the largest and most populous city of the Philippine metropolitan region, it is a place where balanced growth that ensures the quality of life of the greatest number, is a continuing challenge. We are meeting this challenge and generating opportunities by pursuing an urban development framework that is anchored on a symbiotic relationship of economic development with environmental management and disaster risk reduction. This is our formula for sustainable growth.

Quezon City is a modern urban center, with a rich wellspring of history. It was envisioned as a "paradise for the working men," by our founder, President Manuel L. Quezon. But, over the years, it has grown in diversity to create distinctions in information technology industries, fast-growing wholesale and retail trade, health and wellness facilities, media centers, and our educational institutions.

Be part of the dynamism that is Quezon City, a place where truly there is something for everyone!

Herbert M Bautista
Mayor

Quezon City



Quezon City is the largest city of Metropolitan Manila, which is an urban agglomeration of 16 cities and 1 municipality. This region is the political, economic, social, cultural, and educational center of the Philippines. As proclaimed by Presidential Decree No. 940, Metro Manila as a whole is the Philippines' seat of government.

Of the Metro Manila local governments, Quezon City has the biggest population, constituting 24 % of the regional population. With a population of nearly three million, Quezon City is one of the largest sources of manpower in the Philippines, with its employable human resource assets of 1.672 million. More than 20,000 college graduates contribute to its productive pool every year. Its big consumer market is dominated by the youth, with more than 40% of the population younger than 20 years.

The literacy rate of the general population is higher than the national average at 98.32%. The city has a large English-speaking population, with English as the language of instruction in almost all subjects in school and in business.

Quezon City is gaining its place in the global arena. The websites of the United Nations and the World Bank have highlighted the city's success. The World Bank cited the city's transformation "from a debt-ridden, disintegrating urban center, into one of the richest and cleanest in the Philippines." The Asian Development Bank believes that other Philippine cities can take a cue from Quezon City's achievements.

In a wide range of fora organized by various international institutions and associations, including UN Habitat, ICLEI organization of sustainable cities, C40 and the World Urban Forum, Quezon City has been chosen to share its experiences and success stories with other cities of the world.

In 2008, the Singapore Metropolitan Government recognized Quezon City's best practices in responding to the environment challenges of urban development at the Inaugural East Asia Summit on Liveable Cities and the Forum on Clean Water. The city has also participated actively in Eco2 seminars in Singapore, Washington, Geneva, and at the Climate Summit for the Financing of Sustainable Infrastructure for C40 cities in Basel, Switzerland and in Sao Paulo, Brazil.

It is at the forefront of global city-based initiatives on urbanization and coping with the challenge of climate change. Mayor Herbert Bautista has been chosen panelist and resource person at the Zero Waste Summit in Tokyo, Japan in February 2011; at the Berlin, Germany Expert Talks on Globalization in January 2011; and at the 2nd World Congress on Cities and Adaptation to Climate

Change and 2011 Forum on Resilient Cities organized by the ICLEI global association of sustainable cities last June 2011 in Bonn, Germany.

The city's competitiveness is attested to by regional and local surveys. In a survey of 200 Asian cities conducted in 2007 by the AsiaBiz Strategy, an investment and trade promotion consultancy based in Singapore, as commissioned by the London Financial Times, Quezon City joined the ranks of Hong Kong, Singapore and Taipei, as one of the top 10 Asian Cities of the Future. It was ranked no. 7, and led many other cities in terms of economic potential, cost effectiveness, quality of human resources and quality of life.

In a local survey also conducted in 2007 (the last local ranking of Metro cities), Quezon City was regarded as the 2nd most competitive city in the Philippines, based on the responses of businessmen surveyed by the Asian Institute of Management, using the same methodology as the Swiss-based International Institute for Management Development which prepares the World Competitiveness Yearbook.

Quezon City is the Philippines' largest service economy, with most of its more than 58,000 registered businesses engaged in wholesale and retail trade. It is a shopping haven, with more than 28 shopping complexes scattered throughout the city. The city hosts the third largest shopping center in the world, in terms of leasable space. It may be called a lifestyle city, with many of its areas aiming to create a consortium of conveniences for people living and working here.

It has a number of mixed-use, 24-hour communities, with businesses, residential condominiums, restaurants and malls in integrated developments. Common features of these areas are public access to wireless fidelity services, integrated commercial centers, 24-hour restaurant services, 24/7 business operations and very pedestrian-friendly environments.

Conveniently, the city is the site of the main broadcast stations of the Philippines' biggest media conglomerates and the office site of a high concentration of event planners and production managers.

It is also attractive to information technology companies which are enthused by the wide choice of sites, the large in-residence source of manpower, the wide variety of amenities, the cost effectiveness of locations, as well as the ease of registering IT companies with the Philippine Export Zone Authority which entitles these to incentives. For these reasons, Quezon City has the second most dense concentration of IT parks and buildings in the Philippines.











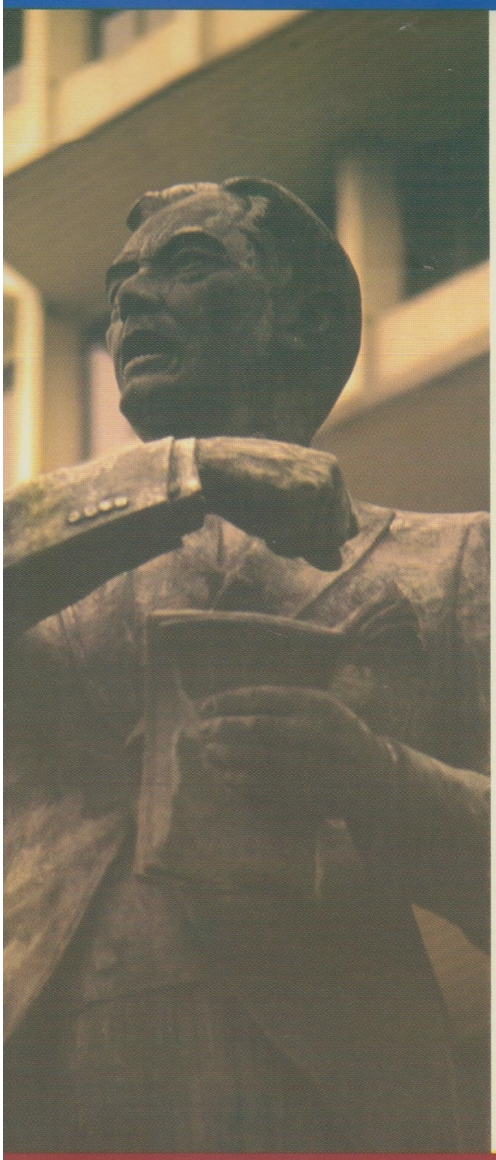


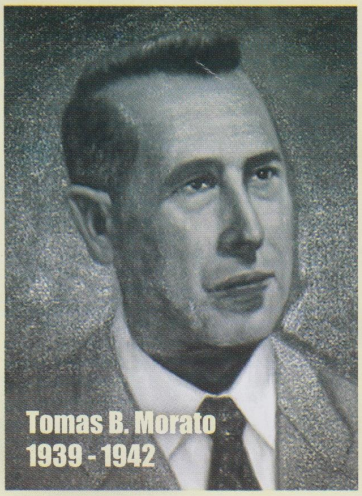
Government

Quezon City is governed by a mayor and a vice mayor elected to three-year terms. The Mayor is the chief executive, while the Vice Mayor is presiding officer of the legislative body, called the City Council or Sangguniang Panglungsod. The Council has 24 regular council members who are joined by the president of the city chapter of the Liga ng mga Barangay and the president of the Panglunsod na Pederasyon ng Sangguniang Kabataan.

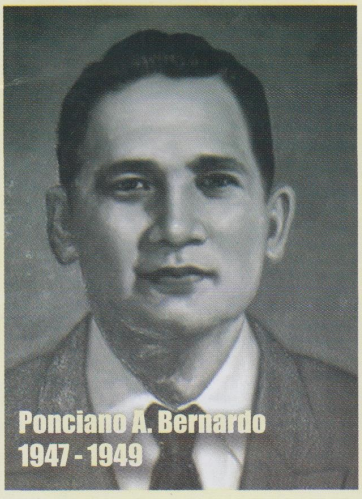
The chief executive of the present administration is Mayor Herbert Constantine M. Bautista while the Vice-Mayor is Josefina G. Belmonte. Quezon City is divided into 142 barangays organized into four congressional districts where each district is represented by a congressman in the House of Representatives.

MAYORS of the CITY

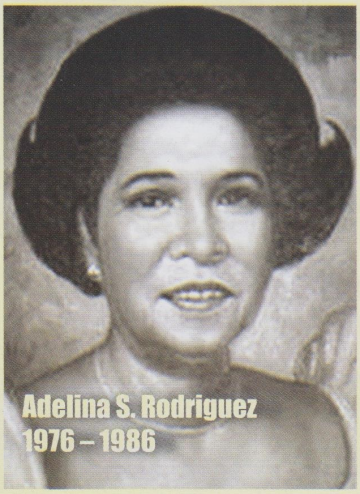




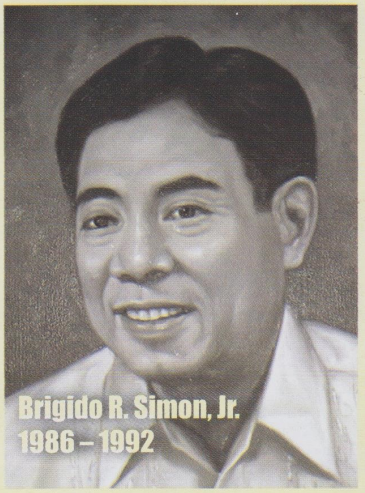
Tomas B. Morato
1939 - 1942



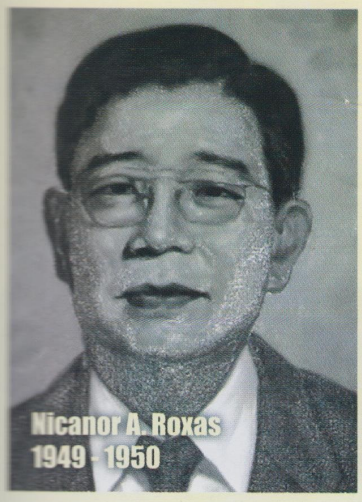
Ponciano A. Bernardo
1947 - 1949

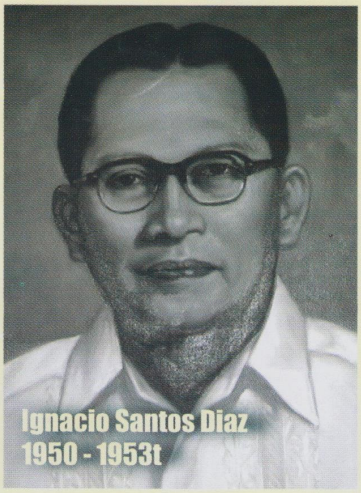


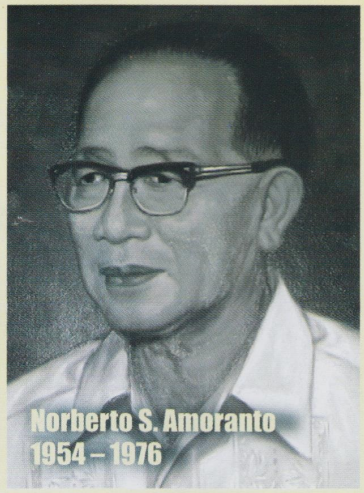
Adelina S. Rodriguez
1976 – 1986

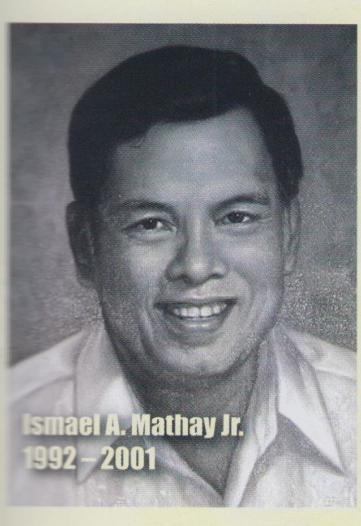


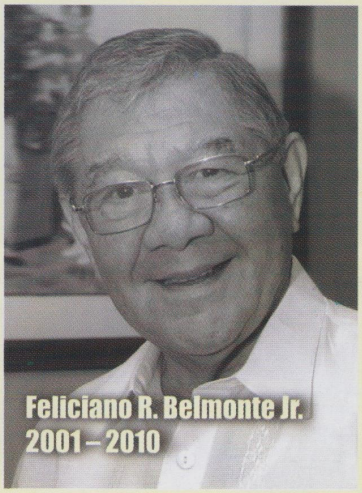
Brigido R. Simon, Jr.
1986 – 1992













Herbert Constantine M. Bautista
2010 - present

Facts and Figures









Land area

161.126 sq. km. or 16,112.8 hectares). Quezon City is more than four times the size of Manila, nearly six times the expanse of Makati, and more than 14 times bigger than Mandaluyong. it is almost one-fourth the expanse of Metro Manila.

Geography

Quezon City is located near the center of Metro Manila, towards its northeastern portion. It is bordered by Manila to the southwest, by Caloocan City and Valenzuela City to the west and northwest. Towards the south, lies San Juan and Mandaluyong City, while Marikina City and Pasig City borders Quezon City to the southeast. Towards the north, across Marilao River, lies San Jose del Monte City in the province of Bulacan, and towards the east, lies Rodriguez and San Mateo, both in the province of Rizal.

Located at the heart of Metro Manila, Quezon City is also its strategic convergence point for the metropolitan road and transportation networks, making the City an ideal distribution hub. It is easily accessible from the major highways, thoroughfares and mass rail transit systems of the metropolis.





Land Use Profile

- 6.26% commercial
- 3.80% industrial
- 7.03% institutional
- 27.23% residential
- 1.46 % open space
- 0.38% recreational
- 15.74% reservoir
- 11.49% vacant
- 14.40% roads/ highways
- 0.89% waterways

Population

2012 estimate is 2,915,774 people, with a 2.42% annual growth rate. It is one of the most populated cities of the Philippines. The city is a melting pot of cultures with hundreds of constituents from other parts of the country migrating to it every year. Population density is 18,096 persons per square kilometer. About 59% of the population are living in the city's District 2.

Other Demographics

- Ratio is female 51 (1.49M): male 49 (1.42M)
- Number of households: 647,950
- Generally young population, with 42% less than 20 years old
- 99% are Catholics

Language

The national language is Filipino, but English is widely spoken. English is the primary language of trade, government, media and education, as is the case in the entire Philippines.







Education

- 97.81% literacy rate
- School-age population (3-21 years) of 1,132,929
- Pre-school age population (3-5 years) of 198,673
- Elementary-age population (6-11 years) of 348,852
- High school-age population (12-15 years) of 218,368
- College level- age population (3-5 years) of 367,036
- Public school enrollment
    - 263,617 elementary pupils
    - 151,888 high school students
- 95 public elementary schools
- 45 public high schools
- 90 colleges and universities
- 276 City-government owned daycare centers
- 446 private schools offering pre-school, elementary and secondary education

Businesses

- 61,332 businesses registered (2011)

Financial Services

- 666 branches of commercial and universal banks
- 150 branches of savings, thrift, rural and other banks
- 258 lending investors
- 101 savings and loan associations
- 147 foreign exchange dealers

Trade

- 16,453 retailers
- 5,652 wholesalers

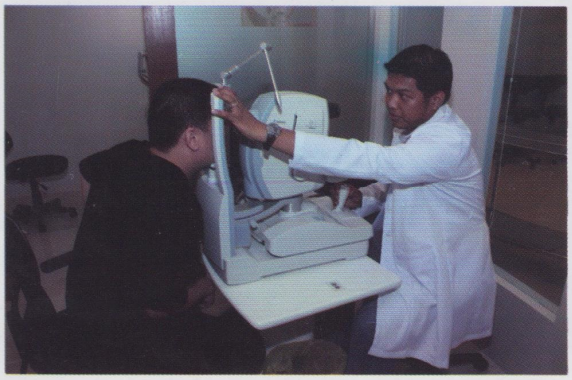
Communications and Media

- 573,866 installed phone lines
- 357,416 (62% subscription rate of installed lines)
- Also in wide use,cellular phones, as well as pre-paid and post-paid land-based (uninstalled) phones

No. of media companies

- 23 radio stations
- 11 broadcast (multimedia) companies
- 4 newspaper publishing companies
- 6 cable TV stations







Information Technology

- 30 Information Technology Parks, occupying 113.89 hectares
- 160 software design companies
- 100 call centers, outsourcing services companies
- 84 telecommunications services providers
- 75 computer programming firms

Health and Wellness

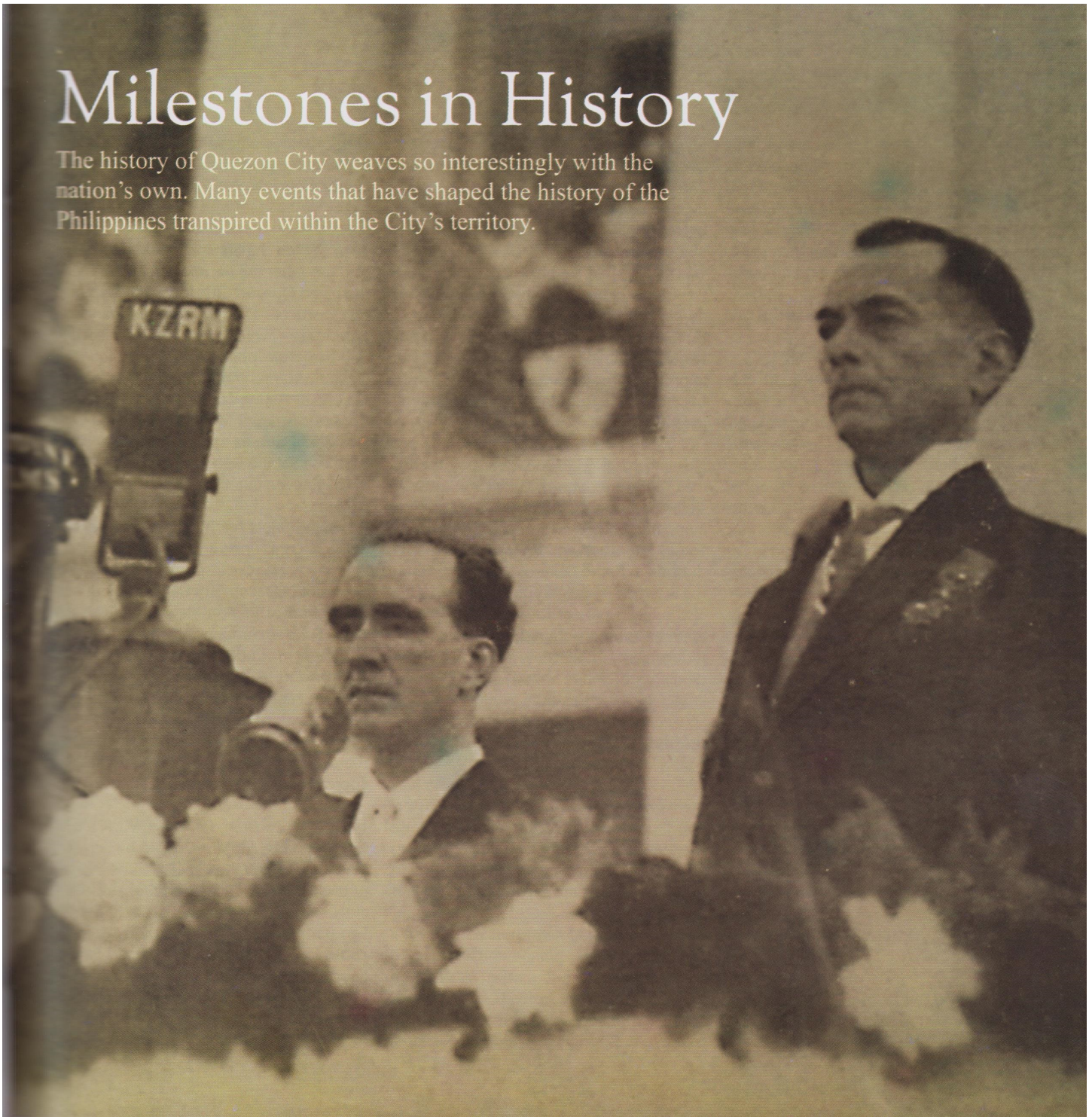
- 15 government hospitals and 32 private hospitals, with 8,303 total bed capacity
- 271 general medical clinics
- 211 optical clinics
- 154 dental clinics
- 141 x-ray and diagnostic clinics
- 96 dermatological clinics
- 36 therapeutic clinics
- 33 veterinary clinics
- 24 psychological clinics
- 19 maternity clinics
- 9 ambulatory surgical clinics

Parks and Developed Open Spaces

- 231 community parks
- 32 neighborhood parks
- 8 major/special parks
- 6 historical parks
- 9 street parks
- Major parks
  - Quezon Memorial Circle (25 hectares)
  - Ninoy Aquino Parks and Wildlife (80 hectares)
- Special parks
  - La Mesa Eco Park (33 hectares)
  - UP Arboretum (16 hectares)

Milestones in History

The history of Quezon City weaves so interestingly with the nation's own. Many events that have shaped the history of the Philippines transpired within the City's territory.



Milestones in History

August 23, 1896. Driven by passion to attain liberty, the Katipuneros responded to the call of the Great Plebian, Andres Bonifacio, to take arms and struggle for the country's freedom from Spanish colonial rule. As a sign of breakage from the chains of Spanish government, they undauntedly tore their cedula at the house of Melchora Aquino, an event known today as the Cry of Pugad Lawin.

August 25, 1896. Most fighting in the course of the Freedom Trail began. From Balara and Krus na Ligas to Santolan (area near Camp Aguinaldo and Camp Crame today) sparked the bloody revolution, which eventually led to the declaration of Philippine Independence in Kawit, Cavite on June 12, 1898.

December 10, 1898. With the signing of the Treaty of Paris, the Spanish ceded power to the Americans. Filipinos still actively fought for independence. This gave rise to the Philippine-American War of 1899, during which, General Licerio Geronimo defeated General Henry Lawton (Battle of Paye) in an area near the Marikina River known today as Barangay Bagong Silangan, a part of Quezon City.

1938. President Manuel L. Quezon dreamt of a city that would become the future capital of the country, replacing Manila, and home to middle-income workers. He created People's Homesite Corporation and purchased 1, 529 hectares from the vast Diliman estate of the Tuason family.

1939. The bill creating Quezon City was authored by Assemblyman Ramon P. Mitra (Mountain Province, 2nd District), with the name of the city as Balintawak. Assemblymen Narciso Ramos (Pangasinan, 5th District) and Eugenio Peres (Pangasinan, 2nd District) filed an amendment changing the name Balintawak to Quezon. The bill lapsed into law as Commonwealth Act 502, on October 12, 1939. Quezon City was established, with the Commonwealth President acting as chief executive. A number of barrios that used to belong to Rizal, Caloocan, San Juan, Marikina, Pasig, and Mandaluyong were carved out and joined into the newly created city, which became the biggest local government unit in Metro Manila.

November 10, 1939. Quezon appointed Tomas Morato as Mayor. Under his supervision, the first network of roads was paved along Kamuning and Sampaloc Road (now Tomas Morato Avenue). Housing projects dubbed as Barrio Obreros and Barrio Obreros II, which means Workers' Village, were also built as part of the low-cost government housing program. To make transportation easy for the new residents, President Quezon made arrangements with the Luzon Bus Line to start a regular transport service between the housing project and downtown Manila at a bus fare of P 0.05.

1940. Quezon City's earliest developments were guided by at least two masterplans, one was the Frost Plan in 1940 and the 1949 Master Plan of the City Planning Commission which produced the documents in accordance with the vision of President Quezon. President Quirino approved the implementation of the 1949 plan. The "Frost plan," which aimed to develop Quezon City as the Washington DC of the country, reflects a big quadrangle in the heart of the City, from which four avenues radiate toward the outskirts, with rotundas placed on the four corners, the largest being the 26-hectare elliptical center, now known as the Quezon Memorial Circle.

1942. When the Second World War broke out, the Japanese occupation government dissolved Quezon City. It was divided into two districts—Diliman and San Francisco del Monte—which were then placed under the new political entity called the Greater Manila Area headed by Oscar Castelo as Acting Mayor and Dr. Florencio Cruz as district chief. Right after the war, President Osmena appointed former chief of police Sabino De Leon as Acting Mayor of the revived Quezon City.

December 24, 1946. President Roxas appointed Engr. Ponciano Bernardo as Acting Mayor. He was responsible for putting up the old Quezon City Hall in the present compound of Ramon Magsaysay (Cubao) High School. Among his other accomplishments include the Bernardo Park, the Quezon City Public Library and the Quezon City High School, the first public high school in the locality. It was also during Bernardo's term that Quezon City became the national capital of the Philippines, as approved by then President Quirino.

1948. After the war, Republic Act No. 333 was signed by Elpidio Quirino on July 17, 1948, declaring Quezon City to be the republic's capital, and specifying the city's area to be 156.60 km^2. Baesa, Talipapa, San Bartolome, Pasong Tamo, Novaliches Poblacion, Banlat, Kabuyao, Pugad Lawin, Bagbag, Pasong Putik of the old Novaliches municipality (by then a part of Caloocan) were ceded to Quezon City. The rest of the old Novaliches municipality was

left with Caloocan, thus becoming North Caloocan. On June 16, 1950, the City Charter was revised by Republic Act No. 537, changing the city's boundaries to an area of 153.59 km^2. Exactly six years after, on June 16, 1956, more revisions to the city's land area were made by Republic Act No. 1575.

October 22, 1949. Quezon City was inaugurated as the "National Capital of the Philippines" and the capital building's cornerstone was laid at the Constitutional Hill. During the term of the eight-month Mayor Nicanor Roxas, the Roxas Homesite by the Philippine Homesite and Housing Corporation (PHHC, the precursor of the National Housing Authority), consisting of 1,104 housing units on an area of 40 hectares, began construction

January 6, 1950. The expanse of Quezon City reached 15,359 hectares. Succeeding Mayor Ignacio Santos Diaz, known as "The Builder," constructed some 29 buildings, significantly improving education and other basic social services. During his administration, the expanse of Quezon City reached 15,359 hectares. The number of councilors was likewise increased to eight.

June 16, 1950. The Quezon City Charter was revised by Republic Act No. 537, which extended its boundaries to its 15,359 hectares or five times bigger than Manila. It lost its title as capital city of the Philippines to Manila by virtue of Presidential Decree No. 940 on June 24, 1976.

February 4, 1954. Mayor Norberto Amoranto was initially appointed on this date by the late President Magsaysay. He later on became the first elected Quezon City Mayor and seating as such until March 31, 1976. He completed the present 14-storey Quezon City Hall at Diliman. Among his other accomplishments were the codification, for the first time, of all city ordinances on taxes; and public works construction such as school buildings, health centers, roads and bridges.

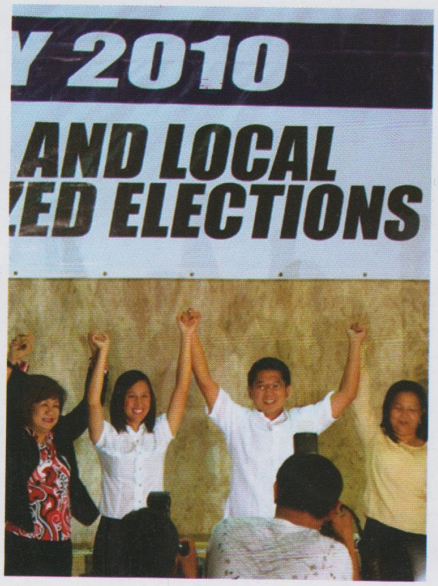
April 31, 1976. Breaking into the political arena then dominated by men, Mayor Adelina Rodriguez was appointed into office on this date and was elected in 1980. Women assumed a more active role in politics when she founded the QC Council for Women. Among her programs are the QC Kabuhayan Center, completion of the QC Public Library Main Building and satellite libraries, and the restoration of the Quezon Memorial Circle Museum.

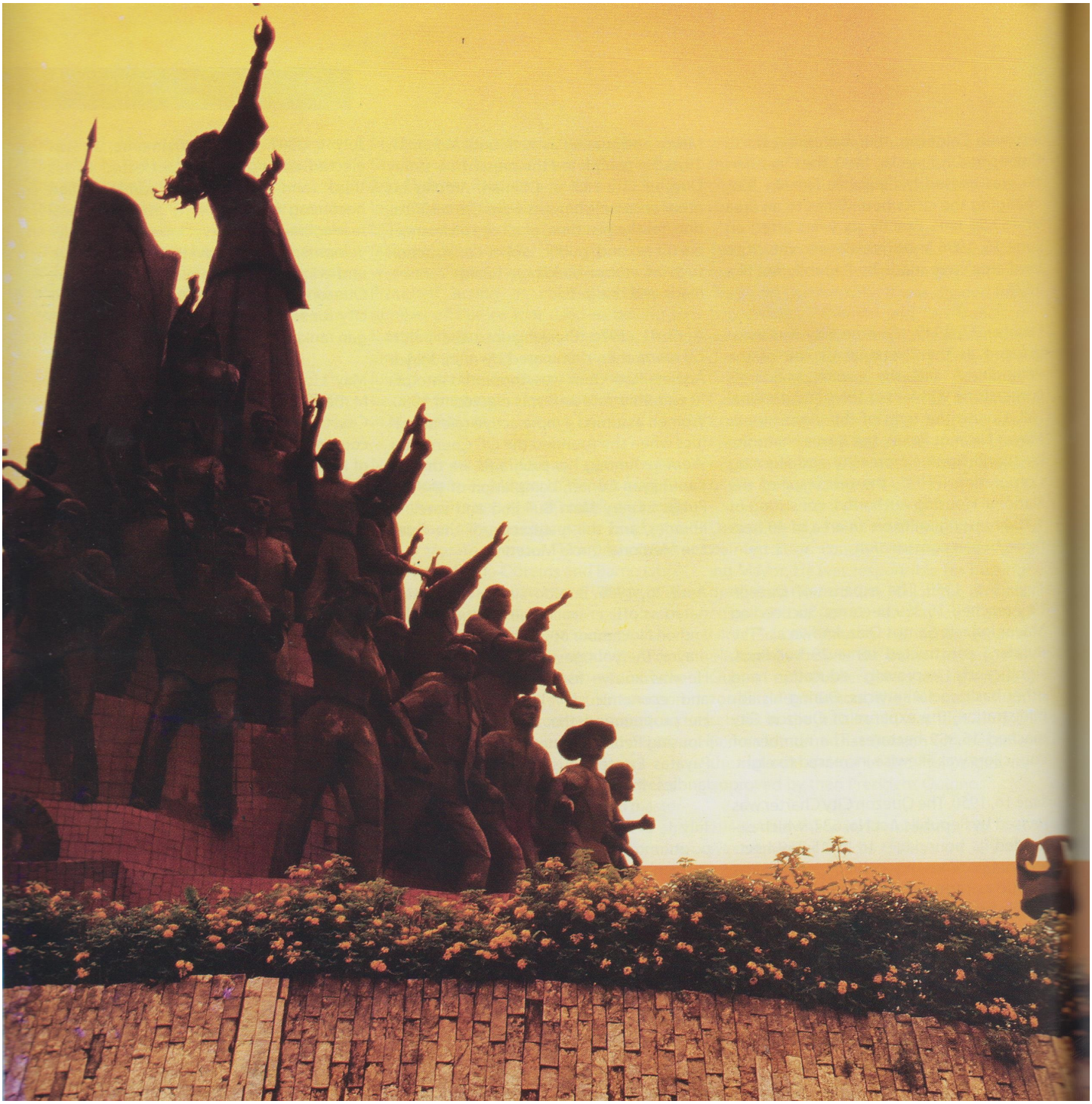
April 20, 1986. Brigido Simon was designated as officer-in-charge of Quezon City and on November 30, 1987 was elected as mayor, the youngest to hold office at 37. He was known for his youthful idealism and economic development strategies. He propounded the 20-million Manresa Housing Redevelopment Program and the Payatas Estate Housing Program for the landless in Quezon City.

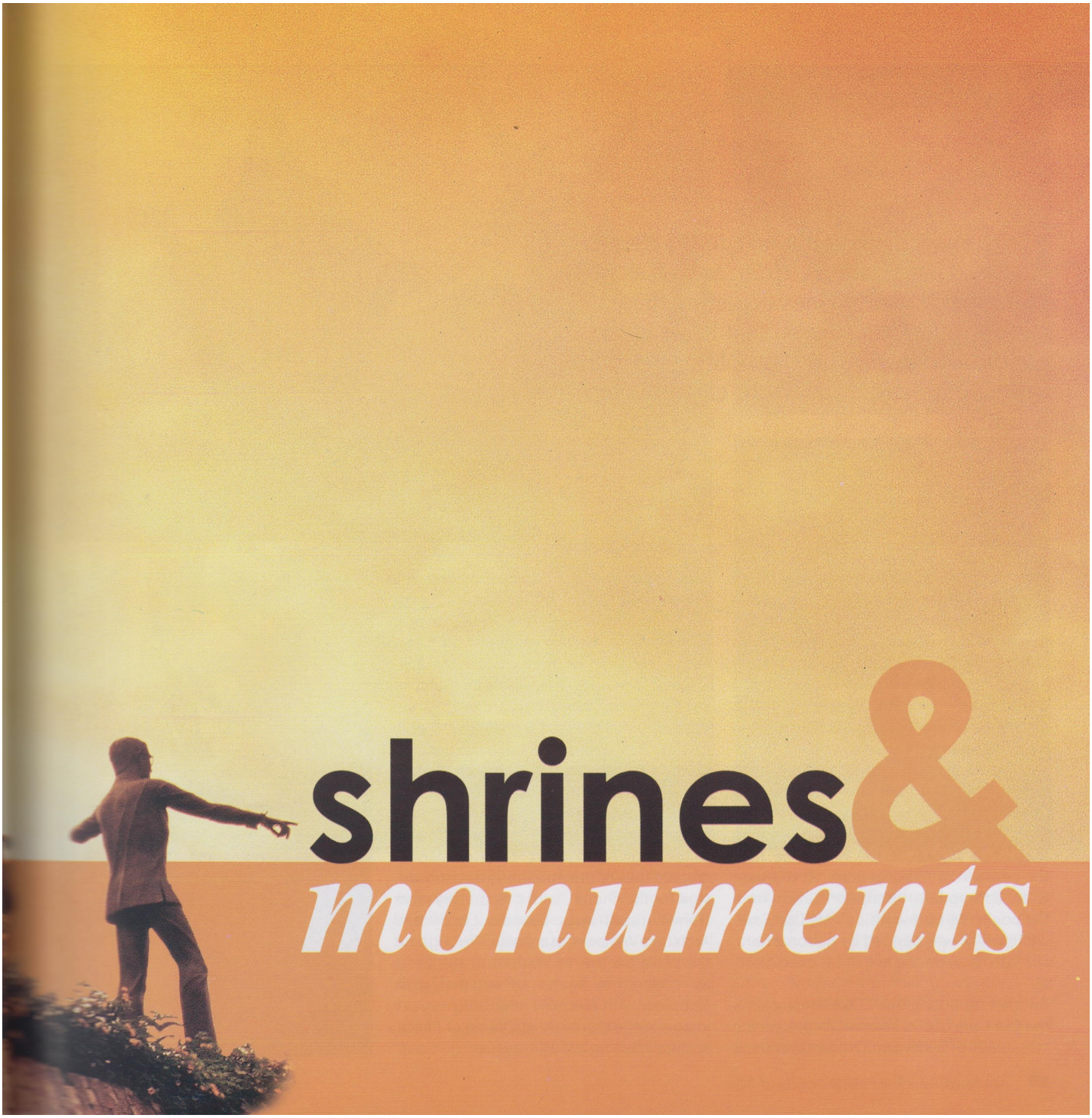
July 1, 1992. Ismael Mathay assumed the position of mayor. He established the Quezon City Polytechnic Institute, which then centered on vocational training of the youth. Yakap Daycare Centers that initially took care of the Quezon City Hall employees' children, traces its roots to the Mathay administration. It was also under his watch that Quezon City was declared "Mother-Baby Friendly City."

July 1, 2001. Feliciano Belmonte, Jr. was elected mayor. He was reelected to his third term in 2007, his administration becoming known for its effective fiscal management, massive infrastructure development and innovative social, health and education programs. During his term, Quezon City became the country's richest city for several consecutive years and began ranking among Asia's best.

May 11, 2010. By a landslide win, Herbert M. Bautista became the mayor of Quezon City. One of the youngest politicians in the country, Bautista served as the vice-mayor of Ismael Mathay (one term) and Feliciano Belmonte Jr. For his first term as mayor, he outlined an ambitious plan for his key programs in the areas of social housing, environmental management, and disaster risk reduction.






shrines &
monuments



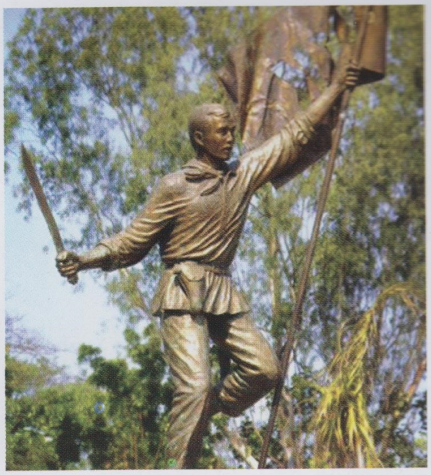
Quezon City pays homage to the heroes who fought for freedom, as well as built monuments and shrines depicting their extraordinary courage so that they shall continue to inspire and embolden others to bring honor and pride to our city and our country.

The impressive 45-foot-high structure known as **Bantayog ng mga Bayani** along Quezon Avenue was cast as a tribute to the heroes who struggled against the Marcos regime. The handcrafted brass monument in expressionist style was carved by Ed Castrillo, a pioneer and innovator of public art. The towering sculpture depicts a fallen hero, being lifted up by a woman, representing *Inang Bayan* (Motherland), who looks at the future with upraised hand, a symbol of hope and faith in the eventual triumph of right over wrong. Entwining these two figures is the Philippine flag, the emblem of national unity. At the base is an appropriate inscription taken from the poem "Mi Ultimo Adios" (My Last Farewell), which was penned by national hero, Dr. Jose Rizal, on the eve of his execution.

Another product of the EDSA Revolution is the **Our Lady of EDSA Shrine,** located at the crossroads of EDSA and Ortigas Avenue. It was built by grateful Filipinos to honor the Virgin Mary for her protection and guidance during the world-renowned, bloodless ouster of the Marcos dictatorship that led to the return of democracy in the Philippines. The idea for a commemorative shrine was conceived by Cardinal Sin two days after the Marcos family fled into exile in 1986. He approached the Ortigas and Gokongwei families who agreed to donate the prime corner lot where the nuns and ordinary men and women bravely stood in front of military tanks and offered flowers to the soldiers. Architect Francisco Mañosa created the architectural and structural design for the church, with preparatory work from national artist Leandro Locsin and Architect William Coscolluela. Throughout the plaza are the 14 Stations of the Cross as rendered in bronze by national artist Napoleon Abueva. The imposing bronze image of the Our Lady of Queen of Peace, sculpted by Virginia Ty-Navarro.









The **People Power Monument** at the corner of White Plains and EDSA Revolution depicts the thousands of Filipinos who gathered in front of the military camps at this main highway of the metropolis in February 1986, to unite in courage and faith to oust a dictator and restore democracy in the Philippines. The sculpture is by Edi Castrillo and was installed in 1993.

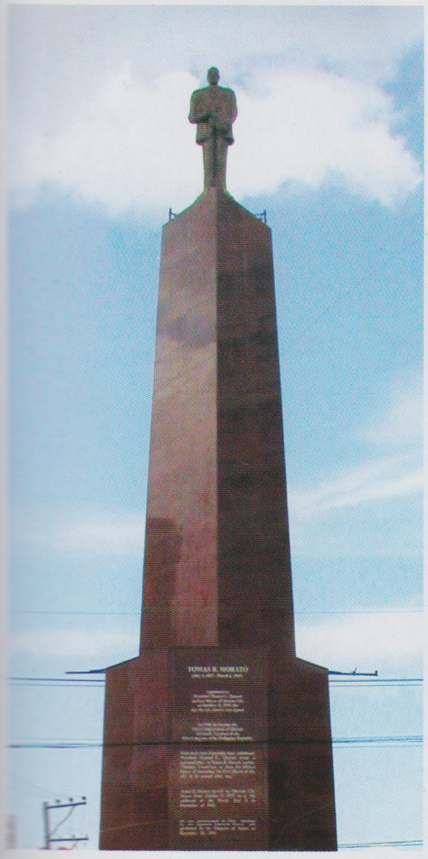
The **Cry of Pugad Lawin Shrine** was developed by virtue of the Pugad Lawin Historical Committee created in 1983 to locate the residence of Juan Ramos, son of Melchora Aquino. The site is where Andres Bonifacio, on August 23, 1896, gathered his men and asked them if they were willing to fight to the bitter end: "*Kalayaan o Kamatayan? Mga Kapatid, ang Kalayaan ay inaagaw sa dulo ng patalim!* (Freedom or Death? Brothers, Freedom is won through force of arms)." The monument, which became fully developed in 1998, depicts Bonifacio and Emilio Jacinto, along with other *Katipuneros*, tearing up their *cedulas*, shouting "*Mabuhay ang Pilipinas!* (Long live the Philippines!)" as a sign of rebellion against the Spanish rule.



The **Melchora Aquino Shrine** was built to commemorate the kindness and humanity of the City's very own heroine, Melchora Aquino. Also known as Tandang Sora, the Mother of Revolution became famous for providing refuge and food to wounded *Katipuneros* when the war against Spain broke out in 1896. When the Spaniards learned about her activities, she was asked where Andres Bonifacio was hiding but she unflinchingly refused to tell them. She was then arrested by the Spanish Guardia Civil and was deported to the Mariana Islands.

The grand shrine is located on Banlat Road, Tandang Sora, and has a pavilion and stage which is used as venue for historical events and gatherings. There is another shrine built in her honor in the Himlayang Pilipino Memorial Park, which serves as a repository of her remains.

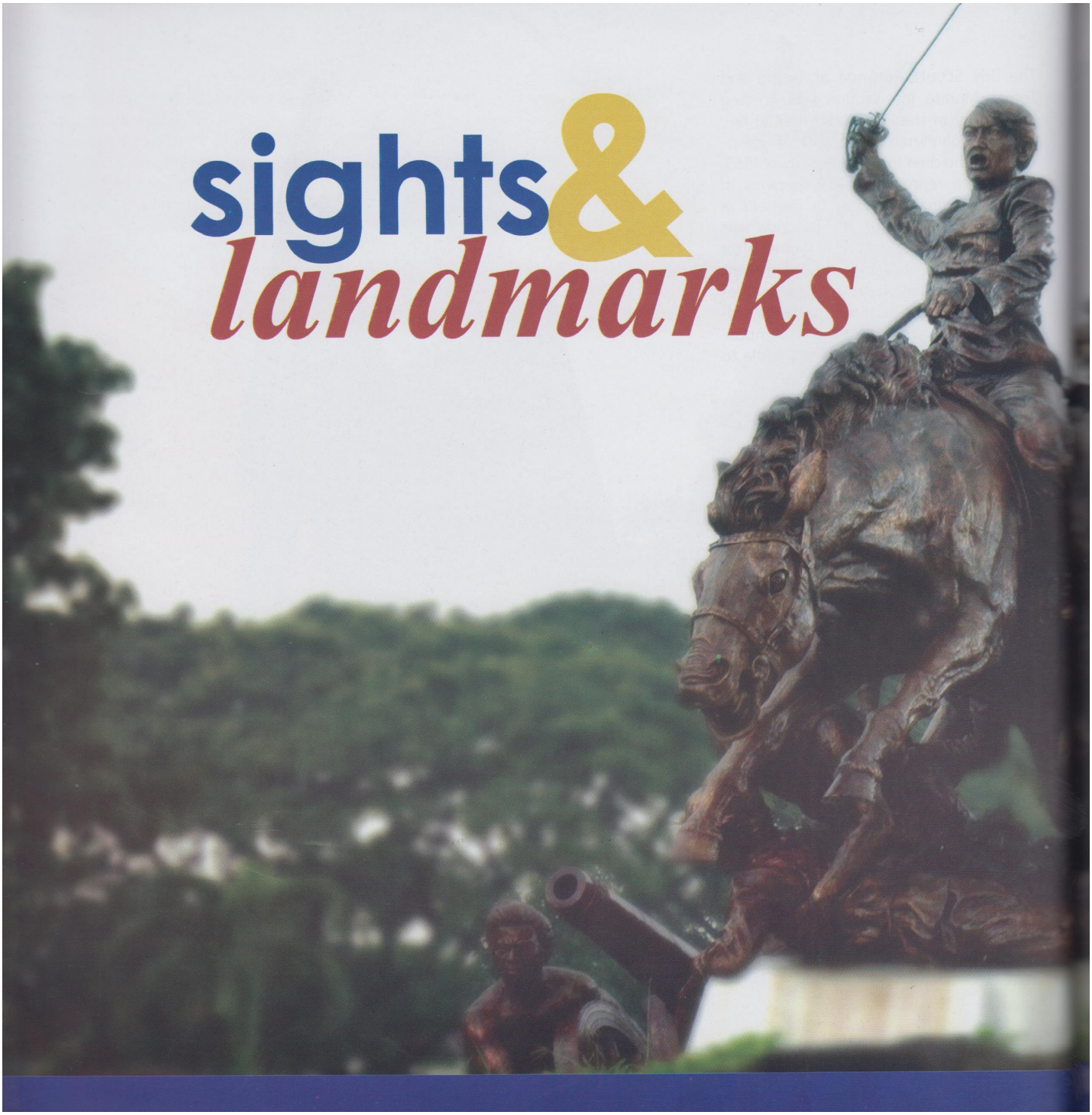
The **Boy Scouts Rotonda** at Timog and Tomas Morato intersection was erected in memory of the Filipino scouts (20 boy scouts, two veteran scouts and two chaperones) who died in a plane crash in 1963, enroute to represent the Philippines in an international jamboree to be held in Greece. In their honor, the Rotunda was built and several streets were named after the scouts. In 2007, the City Government funded a P20-million project to repair, refurbish and improve the rotunda, including the existing bronze statues. An imposing obelisk was installed in the middle to make it a more distinctive landmark.





The **monuments for Jose Rizal, Andres Bonifacio, Benigno "Ninoy" Aquino, Jr.,** and **General Licerio Geronimo** were completed in 2009 and were erected in their respective places of honor. The monument of Jose Rizal, created by noted sculptor Frederick Caedo, is inside the Quezon City Hall compound. It is similar to the Rizal statue in Madrid which was also created by Mr. Caedo. The Andres Bonifacio monument shows the Katipunan Movement founder in action with sword in hand. Well-known painter and sculptor Francisco Verano was commissioned to create the bronze monument, which can also be found inside the City Hall compound.

The monument and memorial for Ninoy Aquino Jr. shows him in a rostrum delivering a speech, to reflect his dynamism and forceful personality. The 14-feet structure made of brass and stainless steel sheets was crafted by noted artist Eduardo Castrillo, an old friend of the Aquino family. It can be found along Quezon Avenue. A monument in Brgy. Bagong Silangan was built to honor Gen. Licerio Geronimo, the valiant Katipunero who defeated Gen. Henry Lawton in what came to be known as the Battle of Paye, during the Philippine-American War. The hero is depicted standing in uniform with sword and gun, in a mural setting, by young sculptor Jose Rabino Giroy.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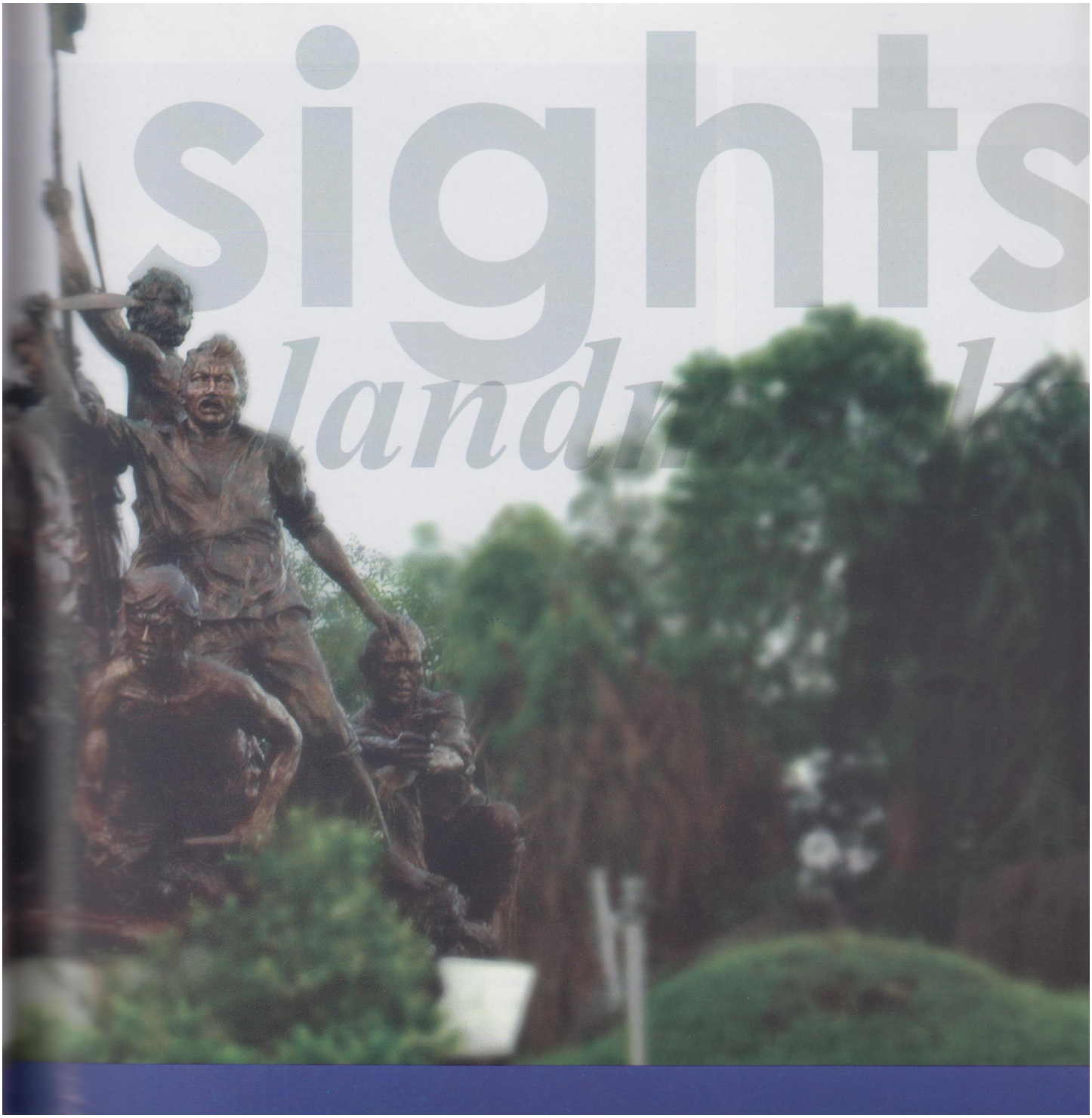
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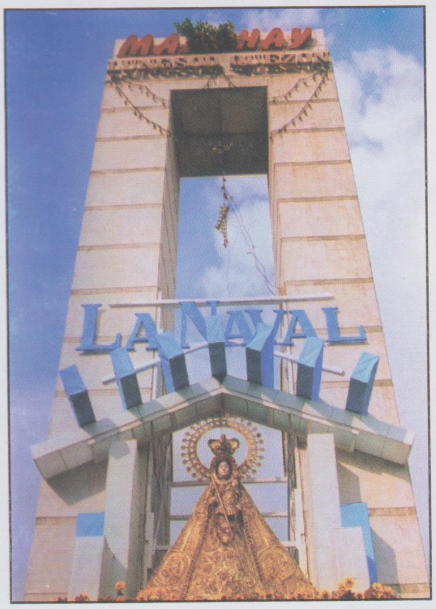
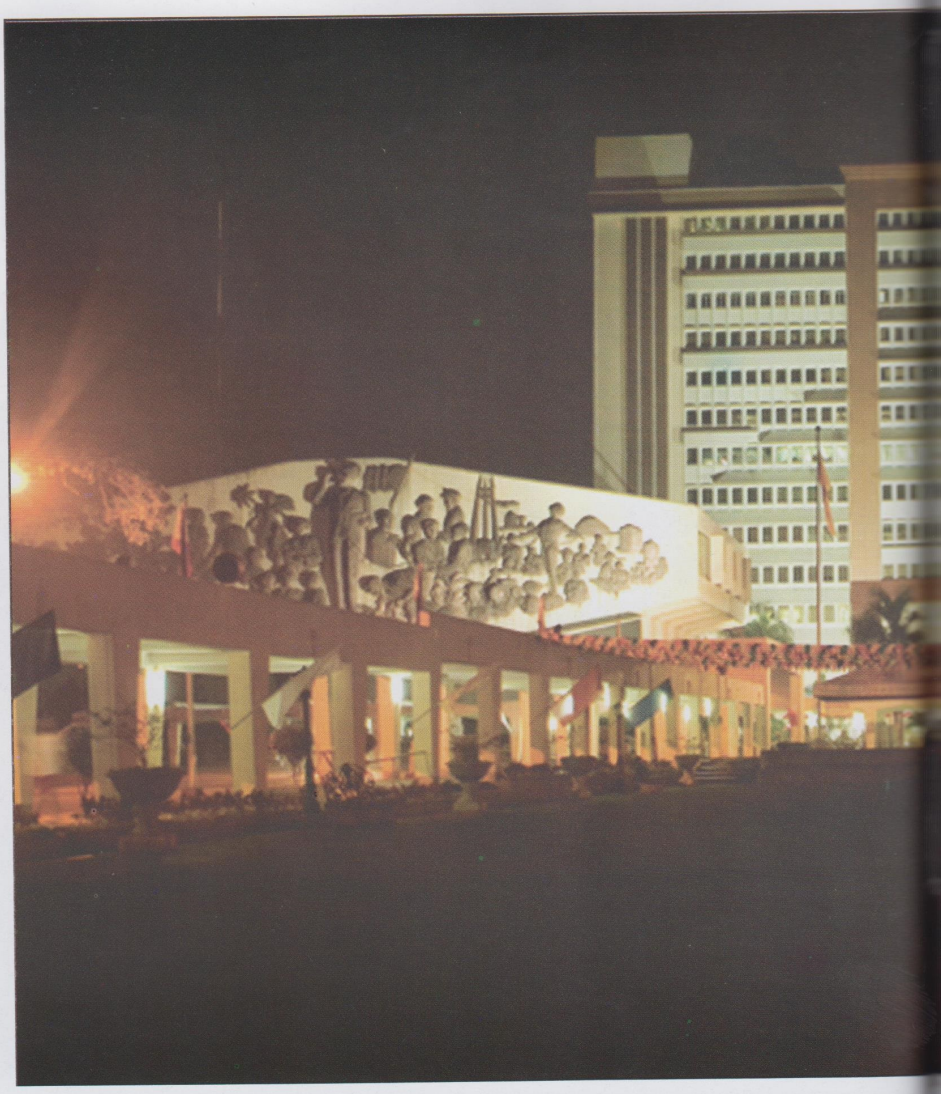
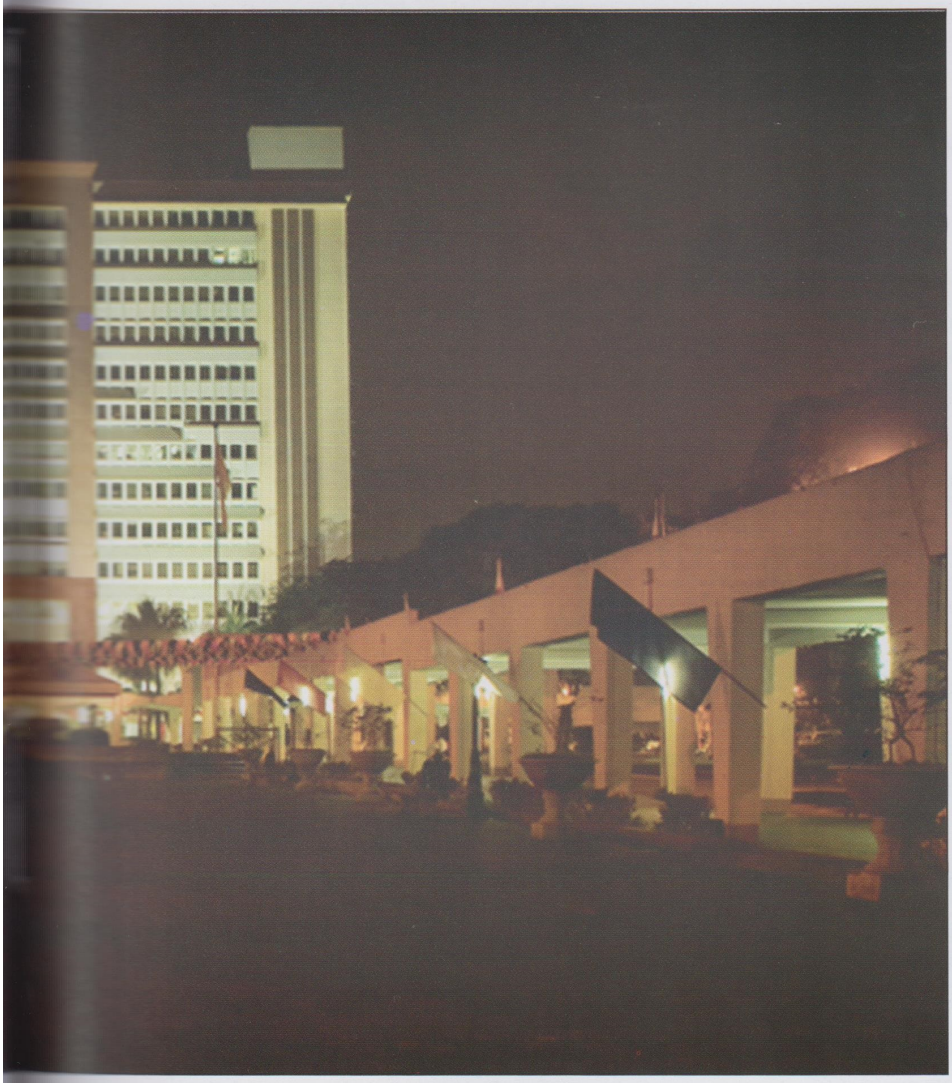


Located at the boundary of Quezon City and Manila, the Mabuhay Rotonda (originally called "Welcome Rotonda") was built in 1948 by Architect Luciano Aquino during the term of Mayor Ponciano Bernardo. Designed as the gateway to Quezon City, its purpose is to greet visitors of the newly established capital. This is where three of Metro Manila's busiest roads meet, namely: Espana Boulevard in Manila, Quezon Avenue and E. Rodriguez Avenue in Quezon City. It was renamed "Mabuhay" in 1995.

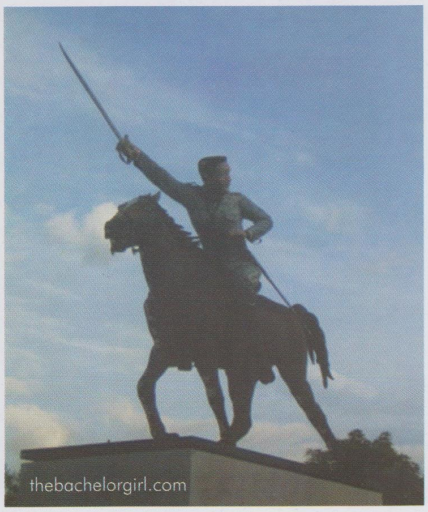


The Quezon City Hall is an imposing 14-storey edifice where the 1971 Philippine Constitution was signed. It is the administrative center of city government activities with the frontage punctuated by the refreshing view of a man-made lagoon and a mini-park. In 2009, in line with the objective to rationalize the physical organization of City services for the public's greater convenience, the construction of the "twin towers" or two eight-storey Civic Center Buildings were completed. In front of these is the extension of the City Hall Annex, which provides a wider service area and a comfortable and spacious lounge for taxpayers and business permit applicants.

Camp Crame is the national headquarters of the Philippine National Police, located along EDSA near Santolan Avenue. The 33-hectare installation was named in honor of Brigadier General Rafael Crame, the first general of the Philippine Constabulary. Basic training of police officers is conducted here.







Across the street from Camp Crame is Camp Aguinaldo, the 178-hectare general headquarters of the Armed Forces of the Philippines. It is also home to the Department of National Defense, National Capital Regional Command, and the National Defense College of the Philippines, among other offices. It was established in 1935 as Camp Murphy in honor of Frank Murphy, the last governor general of the Philippines. In 1965, by virtue of Republic Act 4434, it was renamed as Camp Aguinaldo after the first Philippine President, Emilio Aguinaldo.

The Bangko Sentral ng Pilipinas was established on January 3, 1949, as the country's central monetary authority. In 1978, it inaugurated the BSP Security Complex Plant in East Avenue, Diliman which houses a banknote printing plant, a securities printing plant, a mint and a gold refinery. The banknote printing plant and the mint take care of producing currency notes and coins, respectively. The plant is also responsible for the production of checks, passports, official ballots, government contracts, lottery tickets and other security documents.



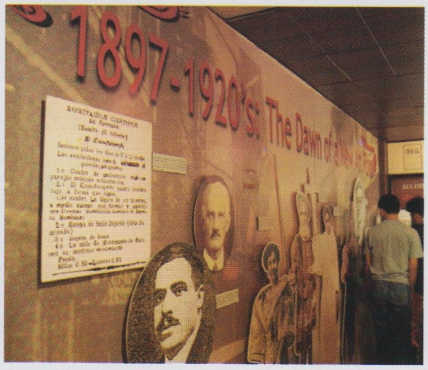


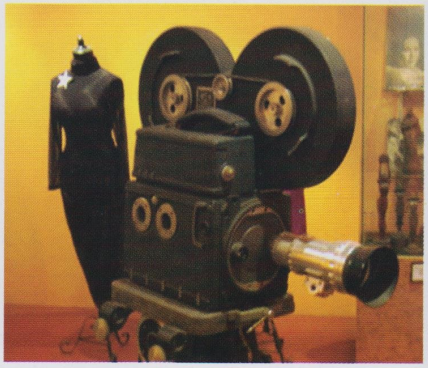
museums

Museums

It has been said that the importance of museums lies in their role as the nation's memory bank, reminding people and preserving evidences of developments in their culture and glorious past. Indeed, museums keep history alive by making artifacts accessible, and explaining their relevance to the present and future generations. Many museums in Quezon City are thus more than just about a show of antiques tracing the history of the nation. They are also devoted to specific topics of interests, with interactive learning activities for visitors to enjoy.





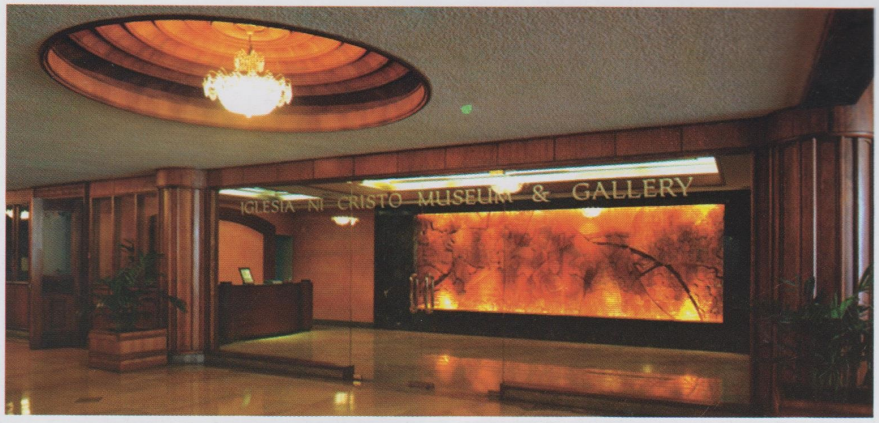


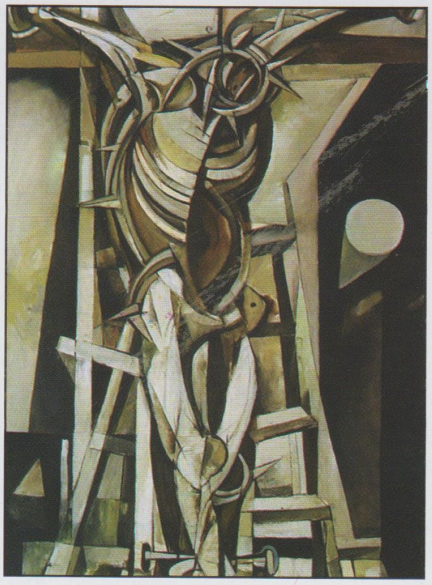
The Mowelfund Film Institute is also known as the Pambansang Museo ng Pelikula. Aside from being a repository of memorabilia and artifacts, the museum is considered a landmark for the film industry because it reminds visitors of the Philippine cinema's glorious days particularly its touted "golden age" during the 1950s and 60s when Philippine movies were considered the best and were shown all over Asia. Visitors will find displays of vintage movie posters, gowns worn by movie stars, and film-making equipment like old video cameras. A room is also dedicated to who is considered the "king" of Philippine cinema, Fernando Poe, Jr. Aside from viewing the exhibits, the museum allows interactive learning through viewing of classic, hard-to-find films as well as participation in training seminars on basic film techniques.

The UP Vargas Museum and Filipiniana Research Center was named after statesman Jose B. Vargas who served as Executive Secretary to President Manuel Quezon. Through his years of service, Vargas was able to acquire a collection of memorabilia and historical artifacts about the Philippines, along with numerous souvenirs from his various political engagements and trips. The collection was originally displayed in a private museum within the premises of Vargas' residence in Mandaluyong. In 1978, he donated his collection to the University of

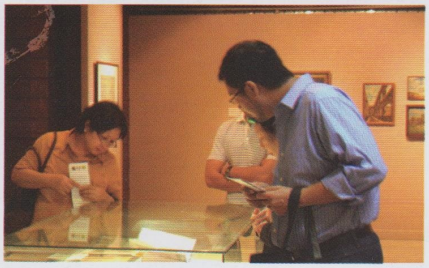
the Philippines, his alma mater. Now, these objects are on display at the UP Vargas Museum and Filipiniana Research Center. The museum claims the unique distinction of being the only art repository in the country embracing the entire range of Philippine artistic creativity from the 1880s to the 1960s. It houses various artworks of famous Filipino painters like Juan Luna, Felix Resurrecion Hidalgo, Lorenzo Guerrero, and Fernando Amorsolo, as well as sculptors like Guillermo Tolentino and Graciano Nepomuceno. It also has a library that contains more than 3,000 books and more than 1,000 volumes of periodicals and other important documents about the Philippines that can be used for research. The ground floor is for the changing exhibits while the second floor is the home of the permanent exhibit. Different events are held at the museum, like book launchings, recitals and concerts.

The historical site of Tandang Sora is home to an important museum, the Museo Recoletos. It is an ecclesiastical museum where relics and memorabilia of the Augustinian Recollects are displayed. The artifacts were gathered from all over the country and brought to the museum and made accessible to the public. The collection is a reminder of the rich history of the Augustinian Recollects in the Philippines and their utmost service to the Filipino people. The museum is divided into different sections like bells, furniture, crucifixes, utensils, altars, tabernacles, among others. The highlight of the museum is the dark image of the antique Blessed Virgin, Nuestra Senora de la Salud. The image was brought to the country by the first Recollect missionaries way back in 1606. Aside from the permanent collection, the museum also holds other exhibits. Visitors can also join different activities offered by the museum like regular art workshops for children.





Another ecclesiastical museum is the Iglesia Ni Cristo Museum and Gallery which showcases the history of the religious sect and the memorabilia of its founders. Inside the museum, visitors can see posters and dioramas reflecting the sect's beginnings, culture, rituals and practices. It is located on the grounds of Iglesia's Central Office also its largest house of worship in Commonwealth Avenue.



Located inside the Central Bank complex in East Avenue is the Museo ng Bangko Sentral ng Pilipinas. The museum is home to the Bank's collection of currencies. Coins, notes, medals and other similar items tell the evolution of the country's legal tender, giving visitors a deeper understanding of the development of Philippine economy. The exhibit is divided into the different historical periods of the country, showing the story of money, beginning from the era of pre-colonial barter trading in the Philippines when people used different items that serve as money, and ending with the display of modern coins and notes. The collection includes rare foreign currencies and paintings from the Bank's art collection as well. The busts of the governors of the Central Bank are also on display. A gallery tour is offered by the museum. Visitors can see the different phases of making coins and

banknotes as well as the printing of security documents like passports. At the end of the tour, visitors can buy commemorative money and other souvenir items from the souvenir shop.

The Armed Forces of the Philippines Museum exhibits the rich history of the armed forces and its heroic contributions to the Filipino nation. The early development of the Armed Forces can be traced back to the Tejeros Convention, where different revolutionaries united under one rule to overthrow the Spanish colonial government. Captain General Artemio Ricarte headed the Philippine Army at that time. Over the years, the Armed Forces has gone through a series of changes but one thing never changed, the institution still continues to protect the freedom of the Filipino people. The museum's indoor exhibit is composed of different martial weapons, uniforms of the different branches of the AFP, and paintings and dioramas depicting the history of the AFP. There is also an outdoor exhibit where bigger military equipment and weapons are displayed including tanks and aircrafts. Avid collectors can visit the gift shop that sells books and souvenirs. A similar museum is also located inside the nearby Philippine National Police compound where the law enforcement agency's history is showcased.

The Ateneo Art Gallery, located on the ground floor of the Rizal Library of the Ateneo de Manila University, is considered the first to be dedicated to the collection of modern Philippine art, showcasing the ingenuity of Filipino masters including Fernando Amorsolo and Fabian dela Rosa. The gallery's collection started in 1961 when painter and art scholar Fernando Zobel de Ayala donated over 200 artworks to make







them accessible to students. Over the years, the collection grew, thanks to the gallery's extensive acquisition program and donations from various art collectors. The gallery now holds more than 500 artworks representing Filipino artists as well as foreign masters like Rembrandt, Picasso, Dali and Goya.

The permanent collection includes drawings, sculptures, paintings, prints, photographs and posters, woodcuts, engravings, lithographs etchings, and other graphic-arts media. The gallery is also a venue for limited-run art exhibits of various Filipino and international artists.

Lectures are regularly conducted at the gallery by different artists and art enthusiasts. The Art Management course under the Fine Arts Department has tied up with the gallery to train the students in different areas of the course. In 2004, the Ateneo Art Gallery established the annual Ateneo Awards, considered by contemporary artists to be one of the most prestigious art competitions in the Philippines. It was established in honor of its founding benefactor.

Wow Toy Museum:
The country's first and only toy museum





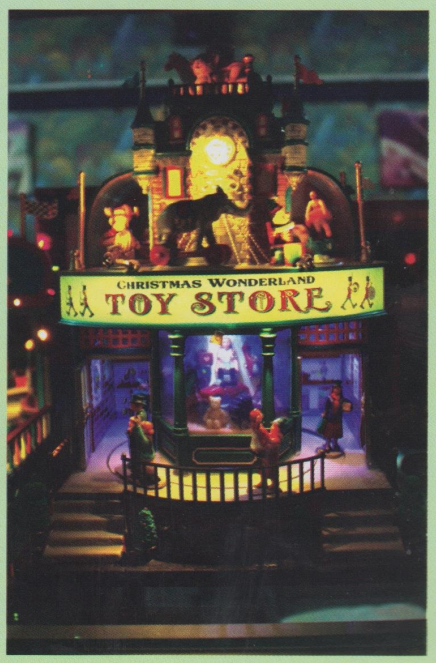
Reputed as the first and only toy museum in the country, the Wow Toy Museum houses over 10,000 toys from different parts of the world and from different periods of time.

The proud owner, Jimmy Madarang, developed a passion for toys when he received his first toy car in the 1960s. In fact, the oldest toys in the museum consist of tin cars and robots which he and his siblings collected during their childhood, in the 1950s and 60s. For the past 50 years, his collection grew into a diverse assortment of die-cast car models, robots, dollhouses, stuffed toys and movie collectibles.

According to Mr. Madarang, some of the toys were acquired during his travels abroad, while others were purchased online. He buys even old toys in bad condition and restores them back to life. Among the most expensive toys in the gallery is a rare first edition of the Voltes-V robot which was released when the show premiered in the 1970s. He also has several flying airplanes, transforming robots, and train sets of various sizes.

Over the years, not content with just buying toys, Mr. Madarang tried his hand on assembling model kits. Some of his works have won competitions, including a 3.5-ft long plastic battleship made up of 3,000 small parts, with intricate details that he himself added. He is now finishing a diorama complete with landscaping, miniature houses, LED lights and electric trains—which he began in the late 1980s. A section of the museum is devoted to his assembled toys and dioramas.

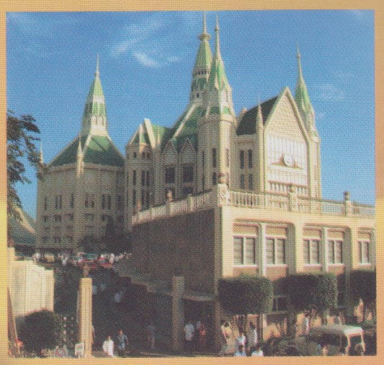
The Wow Toy Museum is located at 99-101 Sgt. Rivera St., Quezon City.

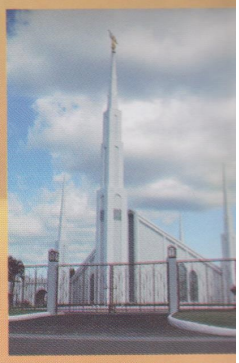


historical places of worships







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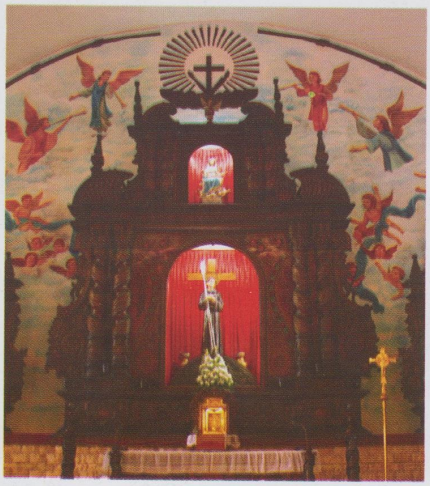
Historical Places of Worship



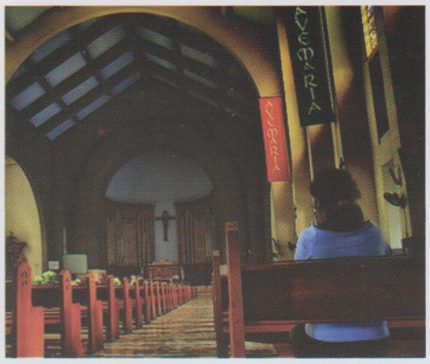
Quezon City is a melting pot of different cultures and religious faiths. It is not surprising that many places of worship devoted to different religions from Catholic to Iglesia ni Cristo, to Protestant to Muslims, and to various smaller sects have been established throughout the city over the years.

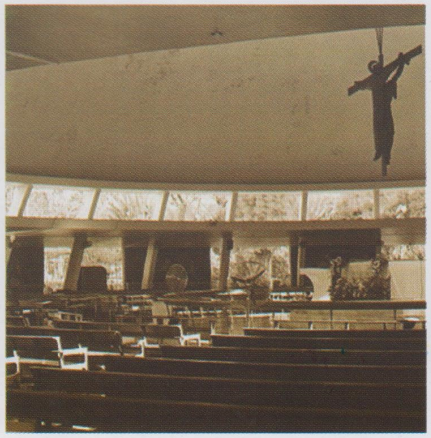


Sanctuario de San Pedro Bautista is the second oldest, still-surviving church in the country. It was built in 1590 through the efforts of San Pedro Bautista who used to live in the place. The property is under the care of the Order of Friars Minor or the Franciscans and was originally the retreat house for San Pedro Bautista's fellow Franciscans and other government officials. The first structures to be built in the estate were the chapel and a small convent made out of bamboo and thatch. The church was renovated several times because of the calamities that struck the area. The present stone church was built in 1699 and was dedicated to then Blessed Pedro Bautista, the founder of the church, whose bones are buried here. At the basement of the church is a catacomb where old friars are interred. One of its main attractions is the Romanesque interior characterized by the mixed architecture as depicted in its Corinthian and Ionic pillars. The century-old meditation cave, sacristy and convent are still preserved. The church has a Baroque-style altar and other 16th century religious icons from Spain.

The Sto. Domingo Church was first built in 1588 in Intramuros, Manila, the capital of the Philippines under the Spanish colonial government. When the original church was destroyed during World War II, it was rebuilt in its current location in Quezon









Avenue in 1952. The church serves as the headquarters of the Order of the Preachers or the Dominicans in the Philippines. The church is home to the four-century-old image of Our Lady of La Naval de Manila (also known as the Nuestra Senora del Santisimo Rosario), the patroness of the church and of Quezon City. The image is believed to be miraculous because of her protection of the weaker and smaller Spanish naval force against the invasion of a stronger Dutch armada in 1646. The Virgin Mother's vestments and jewels are adorned with precious stones from ardent devotees. The historical significance of the shrine is well-recognized, having been designated as the National Shrine of the Queen of the Holy Rosary. Inside the church, paintings and other artworks portray the different miracles of the Virgin Mother and other Catholic events in the country. The church also boasts of its collection of relics, which are usually paraded during the feast celebrated every October 7th, at which time many people flock the church, mostly devotees of the Virgin Mother. In this church once lay in state the remains of the Martial Law martyr, former Senator Benigno "Ninoy" Aquino, Jr.

The Parish of the Holy Sacrifice in the University of the Philippines campus in Diliman is recognized as a National Historical Landmark by the National Historical Institute and as a Cultural Treasure by the National Museum. Five national artists collaborated in building the church. It is the first round chapel in the Philippines, and the first to have a thin shell concrete dome. The altar situated in the middle of the church was designed by national artist for architecture, Leandro Locsin. Other national artists who collaborated in the project were national artists for visual arts, Arturo Luz (floor), and Ang Kiukok (Stations of the Cross), national artist for painting, Vicente Manansala (also Stations of the Cross), and national artist for sculpture, Napoleon Abueva (crucifix and altar base). According to historian and educator Ambeth Ocampo, this building is a masterpiece of Filipino artistry and ingenuity.

Historical Places of Worship



The Our Lady of Mt. Carmel Church in New Manila is a majestic church that looks like a dominating tower with the Virgin Mary adorning its front. Built by the Carmelite Order, it has spacious interiors that exude an atmosphere of peace and solemnity. The church is well-known for its large, ornate array of stained glass windows depicting the mysteries of the holy rosary, and the miracles and apparitions of the Virgin Mary. Meticulously sculpted statues of the Sacred Heart of Jesus, St. John of the Cross, and St. Teresa of Avila, among others, also adorn the church.

The Iglesia ni Cristo Central Temple located in the Commonwealth area is just one of the many structures in the 4,000-sqm INC Central complex. This structure of Gothic-Moorish architecture serves as the headquarters of the Philippine independent church founded by Felix Manalo in 1914 and now headed by his son and successor, Erano Manalo. Created by the firm of national artist Leandro Locsin, the temple is famous for its architecture, intricate interiors and its 7,000 seating capacity. It is the biggest Iglesia ni Cristo temple in the world. Other structures in the complex are: the six-storey central office, the multi-purpose tabernacle hall, the 30,000-seat central pavilion, the College of Evangelical Ministry for future

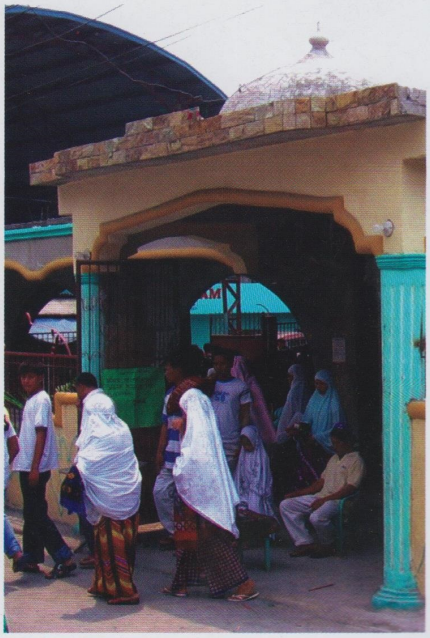
ministers, the New Era General Hospital, and the New Era University.

The temple of the Church of Jesus of Latter-Day Saints located in Quezon City is the first Mormon temple to be built in the Philippines and the second in Asia after the temple in Tokyo, Japan, and the 29th all over the world. The temple was built in 1982 and was opened to the public in 1984. Its design is patterned after the six-spire design commonly used in Church of Jesus of Latter-Day Saints temples all over the world. The temple sits in a 3.5 hectare property. Since its construction, the name of the street where it is located was renamed as Temple Drive. Inside the temple complex are the temple annex, patron housing facility, missionary training center and other offices that help the church propagate its faith and fulfill its missions. Aside from being a place of worship, the temple has an archive of all civil registries and Catholic Church records like baptismal certificates and marriage certificates in the country. The oldest document in its archives collection is a baptismal record signed in 1542. The collection is open to the public who wish to trace their ancestors. Integral to the belief of the Mormons is the importance of family, that is why the church is really serious in filing public records.

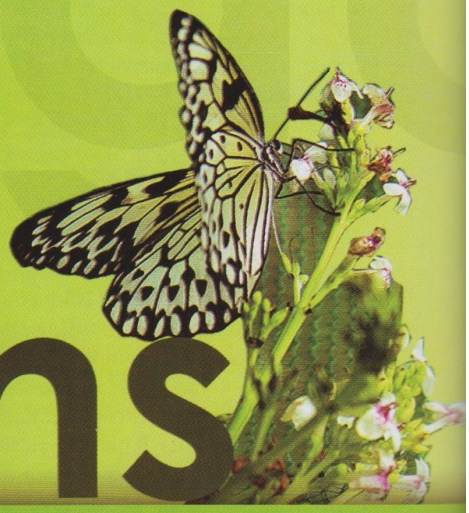


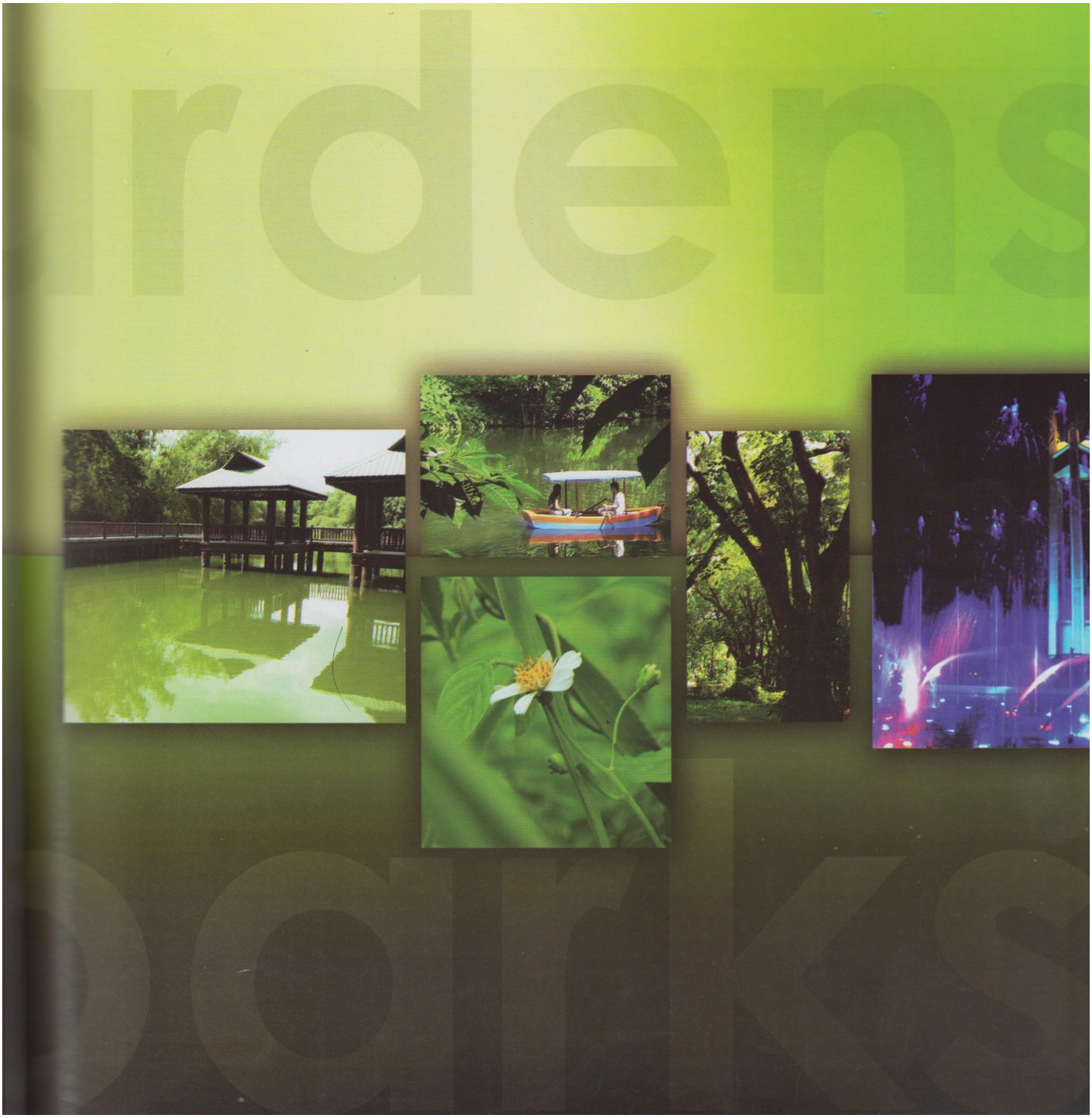


The Salam Mosque Compound in Barangay Culiat is one of the well-known Muslim communities in Metro Manila. There are four mosques inside the compound, one of which is the Salam Mosque after which the area is named. An important function of the mosques is to broadcast the call to prayer five times a day beginning early in the morning. In 1971, the Libyan government funded the foundation of an Islamic center, which later on became this compound. It is now home to seven different Muslim groups, namely, Maranao, Maguindanao, Tausug, Iranun, Yakan, Samal and Balik-Islam. Salam means peace in Arabic. In keeping with its name, the compound hosts various interfaith celebrations among different Muslim organizations. A traditional Islamic school called madaris or madrasa can also be found in the premises.



BEAUTIFUL gardens &parks





Quezon City is distinct for having the largest ecological parks in an urban setting. It is a balanced urban center with about 300 parks, including the renowned Quezon Memorial Circle and Ninoy Aquino Parks and Wildlife. These parks provide more than just a cozy ambience of trees and grass lawns. They were developed as recreational areas with facilities that the public can freely enjoy.





Balara Filters Park

One of the City's oldest parks is the Balara Filters Park. Back in the 1950s, the 60-hectare park (almost as big as the Rizal Park) used to be a popular entertainment and recreation site where legendary artists performed and families spent lazy afternoons.

Neglected for decades, it was renovated in 2003, through the initiative of the Quezon City government. It joined forces with the Ayala Foundation, Maynilad Water Company, the Metropolitan Waterworks and Sewerage System, and the Billion Trees Movement to revive the park's former grandeur.

New and revived amenities include three large swimming pools, a kiddie playground, a 3,000-sqm elevated picnic grove with a 200-meter circumference oval and the Windmill Park. Art deco buildings and vintage structures found in the locale include the Italian-style chapel; Orosa Hall, an open ornamental house; Escoda Hall, a



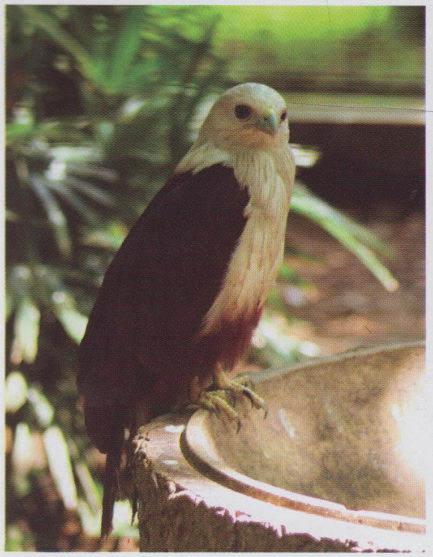
white and red pavilion dominating the pool complex; and the baby terrace named after First Daughter Zenaida Quezon. Another point of interest is the old Anonas Amphitheater which housed the performances of renowned artists including national artist for music and theater, Atang Dela Rama.

Near the pool entrance is the bathhouse once referred to by the Americans as the "Widow's Walk." It was believed that the name was given because the structure reminded the Americans of that building by the pier where wives of sea captains waited for their loved ones who never returned.

Also found in the area are the "Bernardine" statue of a nude water bearer; the Lion Head from whence spills forth the filters' backwash; the replica of the Carriedo fountain in Sta. Cruz, Manila; and the Worker's Monument commemorating the NAWASA employees who died in the construction of the filters; among others.

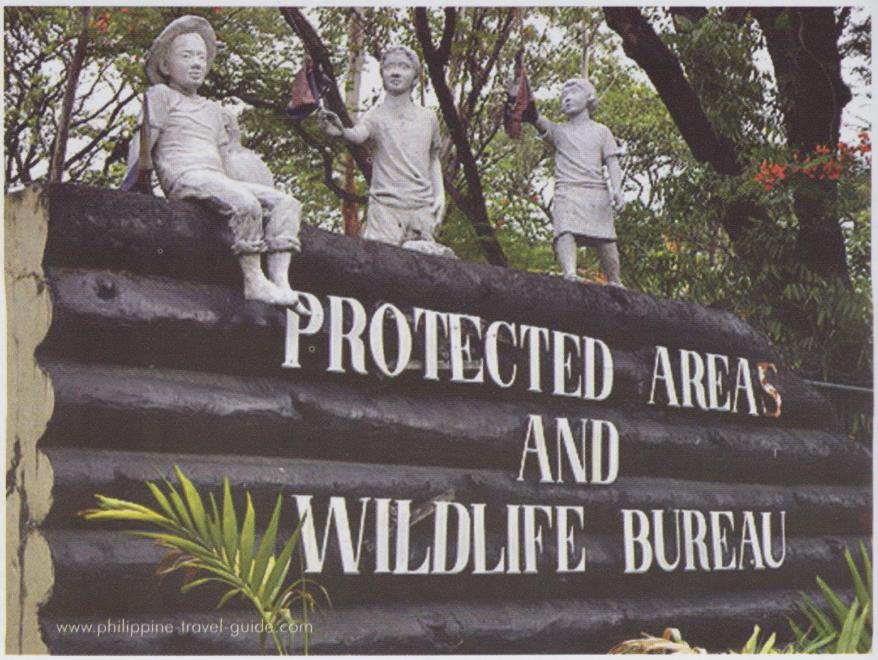


Beautiful Gardens and Parks





Ninoy Aquino Parks and Wildlife is an 80-hectare zoological and botanical garden situated just along the Elliptical Road. Created and named "Philippine Parks and Wildlife" under the Marcos era, the park houses different species of trees and animals including crocodiles, snakes, peacocks, deer, even the famous monkey-eating eagle. Aside from the mini zoo, the park maintains a wildlife rescue center that adopts certain species of animals that have been abandoned, confiscated or donated. The park also boasts of a vast playground, cottages, picnic groves, the *Our Lady of Peace grotto, a tea house,* a rock garden and a 2.5-hectare man-made lagoon for boating and fishing. These amenities make it a favorite hang-out spot among families, animal lovers, and idle visitors looking for a quiet oasis in the middle of the city. Professionals also find it an ideal location for corporate meetings and seminars.

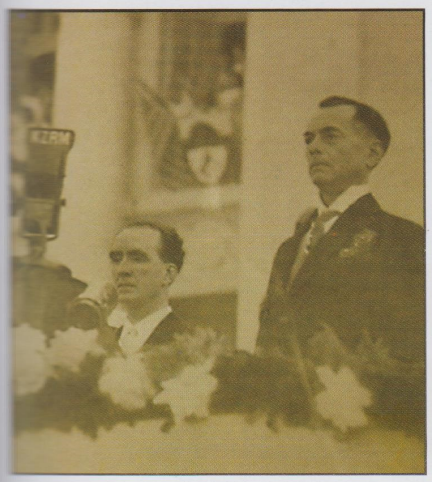


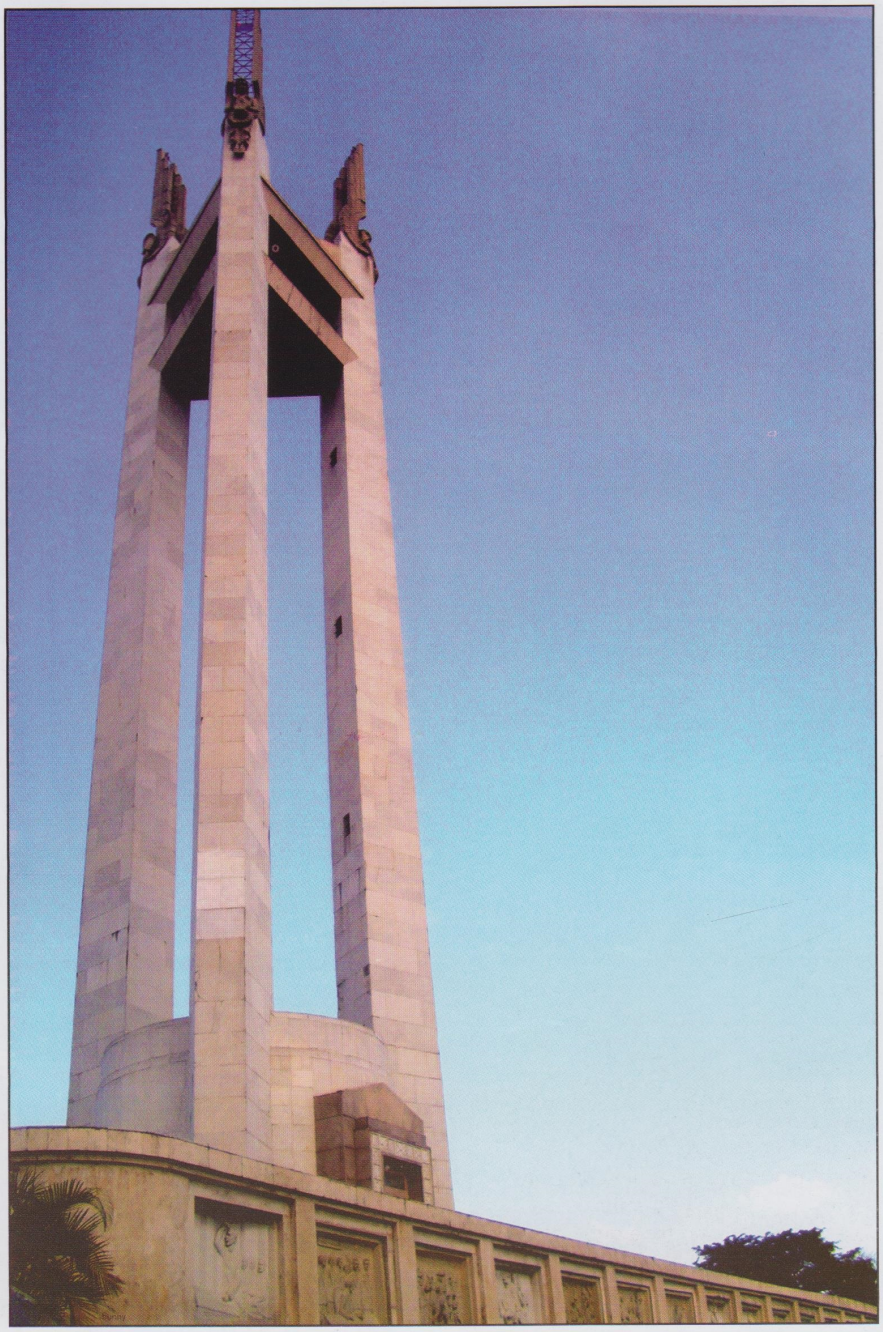
Quezon Memorial Circle

The central park of the City, the Quezon Memorial Circle is best known for being home to the shrine, museum, and the remains of former President Manuel L. Quezon and First Lady Aurora Quezon.

The park used to be much larger. Back in 1949, President Quirino approved the master plan for the new capital city, reserving 425 hectares for a central park. But a series of Presidential Proclamations later, the park was reduced to the Quezon Memorial Circle, the portions occupied by the Ninoy Aquino Parks and Wildlife, and a small nearby forest.

Construction of the Quezon shrine began in the 1950s but proceeded slowly, in part due to the cost of importing Carrara marble, which were brought in blocks and carved on site. The monument consists of three 66-meter (Quezon's age when he died) vertical pylons symbolizing Luzon, Visayas and Mindanao, on top of which are three mourning angels holding sampaguita wreaths crafted by Italian sculptor Monti. Quezon's catafalque was modeled after Napoleon Bonaparte's in Les Invalides, France.

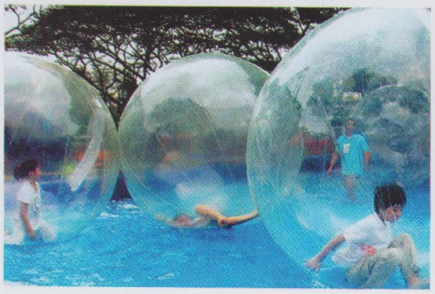




Beautiful Gardens and Parks







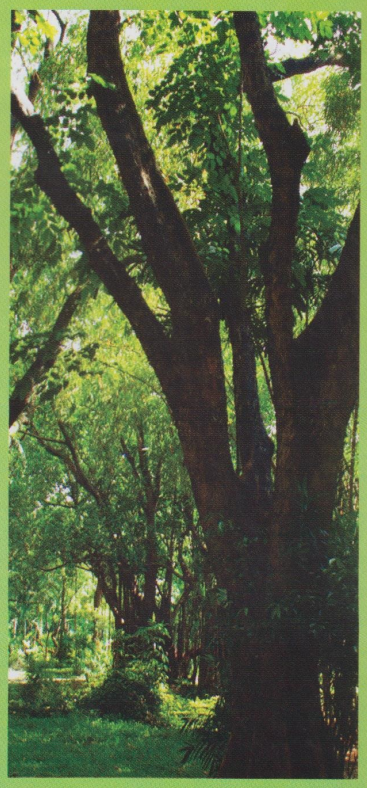


The shrine was finally completed in 1978, the centennial of Quezon's birthday. The following year, President Ferdinand Marcos mandated the site as a National Shrine.

In 2007, determined to transform the park into its intended position as the central point of the national government, the City government took over the management of the 25-hectare park, which used to be administered by the Quezon Memorial Circle Foundation. Thus began investments to make the park the central landmark of the City.

Since then, several renovations and upgrades have been introduced, including the renovation of the promenade, the entrance arch, paved walkways, the theater, playground equipment, cycling and walkable areas and water fountains. There are several multipurpose halls where lessons like taebo and disco dancing are offered at reasonable rates. Visitors can find plenty of fun things to do, like rent the mini electric cars for a leisurely drive around the park, and shop at the stalls selling food, medicinal plants and various knick-knacks. On Sunday mornings, senior citizens and fitness buffs flock to the plaza to attend free aerobics sessions.

QMC prides itself as a repository of history, boasting of two museums one devoted to priceless Quezonian items and the other memorabilia of Quezon City mayors. To further highlight its cultural role, the park will be the site of the new, modern Quezon City Museum, which will showcase the City's historical and cultural heritage.



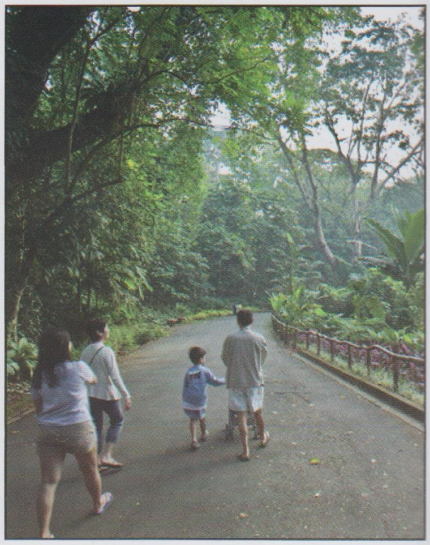
The UP Arboretum is a man-made forest park found within the grounds of the Diliman campus of the University of the Philippines. Established in 1948 by the Department of Agriculture, the 16-hectare arboretum is the only remaining rainforest within Metro Manila where exotic and endangered species of trees, along with diverse flora and fauna, can be found. The park has a man-made pond that hosts various aquatic and humid-loving plants, which also serves as a favorite picnic spot among visitors.



La Mesa Eco Park

A popular tourist spot right at the heart of East Fairview is the La Mesa Eco Park, a 33-hectare ecological park that provides natural amenities where people can retreat to and recharge their batteries. La Mesa Eco Park is part of the 2,700 hectares of the La Mesa Watershed, a water reservoir more than 70 feet deep, and the principal source of Metro Manila's drinking water. The park maintains the only salt-water pools in Metro Manila that are open for public use. For a small fee, visitors can enjoy clean and healthier (chlorine-free) water.





The park had been neglected for years due to lack of funds, illegal settling, poaching and logging. In 1999, the ABS-CBN Foundation created Bantay Kalikasan (Nature Watch) and, in partnership with Metropolitan Waterworks and Sewerage System (MWSS), undertook the Save La Mesa Watershed.

In 2003, the City government infused over P5.5 million to revive the park into the biggest eco-tourism destination in Metro Manila, beginning with the pavement of the surrounding road system to make the park more accessible to the public. The multisectoral effort continued over the years, with more partners including Aboitiz, Super Ferry, Shell, Petron and the Lopez Group.

In September 2004, it was renamed La Mesa Ecopark and reopened to the public. This tree-lined paradise is now teeming with opportunities for adventure seekers like hiking, mountain-biking, horseback riding, rapelling, zip-lining and fishing. The fish caught can even be purchased and cooked in an open grill for a satisfying lunch under a canopy of trees. Folks can also enjoy a paddle boat ride in the beautiful lagoon without having to trek all the way to Baguio's Burnham Park. To escape the heat, a refreshing dip can be taken in the large saltwater pool unique to La Mesa Eco Park. Salt granules are used instead of chlorine making the pool's water safer and less toxic.

Other innovative attractions in the park are the Eco-Trail, a place to enjoy the beauty of nature and learn about the dynamics of the forest ecosystem, and the Ecomuseum, a museum solely dedicated to environmental education and biodiversity conservation. There is also the Pilot Organic Farm that ventures in vermin-composting, vegetable growing and bee-keeping for honey production.

A biodiversity assessment made by the University of the Philippines-Los Banos indicated sightings of rare bird and plant species in the Ecopark. Avid bird watchers can catch a glimpse of white-eared brown doves, black napped orioles, brown shrikes and white collared king fishers, to name a few. For orchid and flower lovers, there's a two-hectare shell flower terraces and an orchidarium with rare species of orchids from the Philippine Orchid Society and other donors.





Garden Venues

In search of a garden wedding and party venue? Quezon City is host to some of the most charming wedding venues where couples and their guests can enjoy the ambience of scenic outdoors without having to forego the comforts of modern conveniences, a celebration without the rain, mud and other hassles that often come with traditional outdoor destinations.



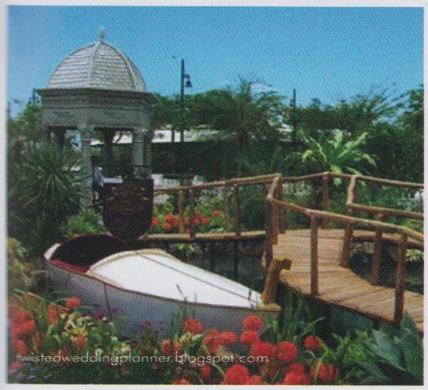


Fernwood Gardens has the distinction of being the only garden wedding venue with 40- and 60-feet high translucent sky domes. It has four majestic rainforest-type gardens, namely, Fernwood 1, Cycad Garden, Coral Tree and the Courtyard. Each garden is air-conditioned and comes with its own special features, like landscaped trees, lagoons, waterfalls, exotic birds and fishes, and a glass dance floor with lights underneath. There's even a horse and carriage for those who want a grand entrance. What makes this venue a top pick among wedding planners is the added convenience of having its own church in the premises, the St. Francis of Assisi Nature Chapel, where wedding rites can be held.

Those who prefer the exotic ambience of the East choose Solea, which means "under the Sun," for its beautiful Balinese backdrop of large, exotic trees and flowering shrubs. Located in the San Francisco Del Monte, the place is romantically lit at night, thanks to the strategically placed lights of different hues. The sprawling garden can accommodate up to 500 guests and provides efficient shuttle service between the garden area and its extended parking lot. What's more, Solea's policy of one event per day ensures a feeling of exclusivity and solemnity, so couples need not worry about disturbance from other affairs.

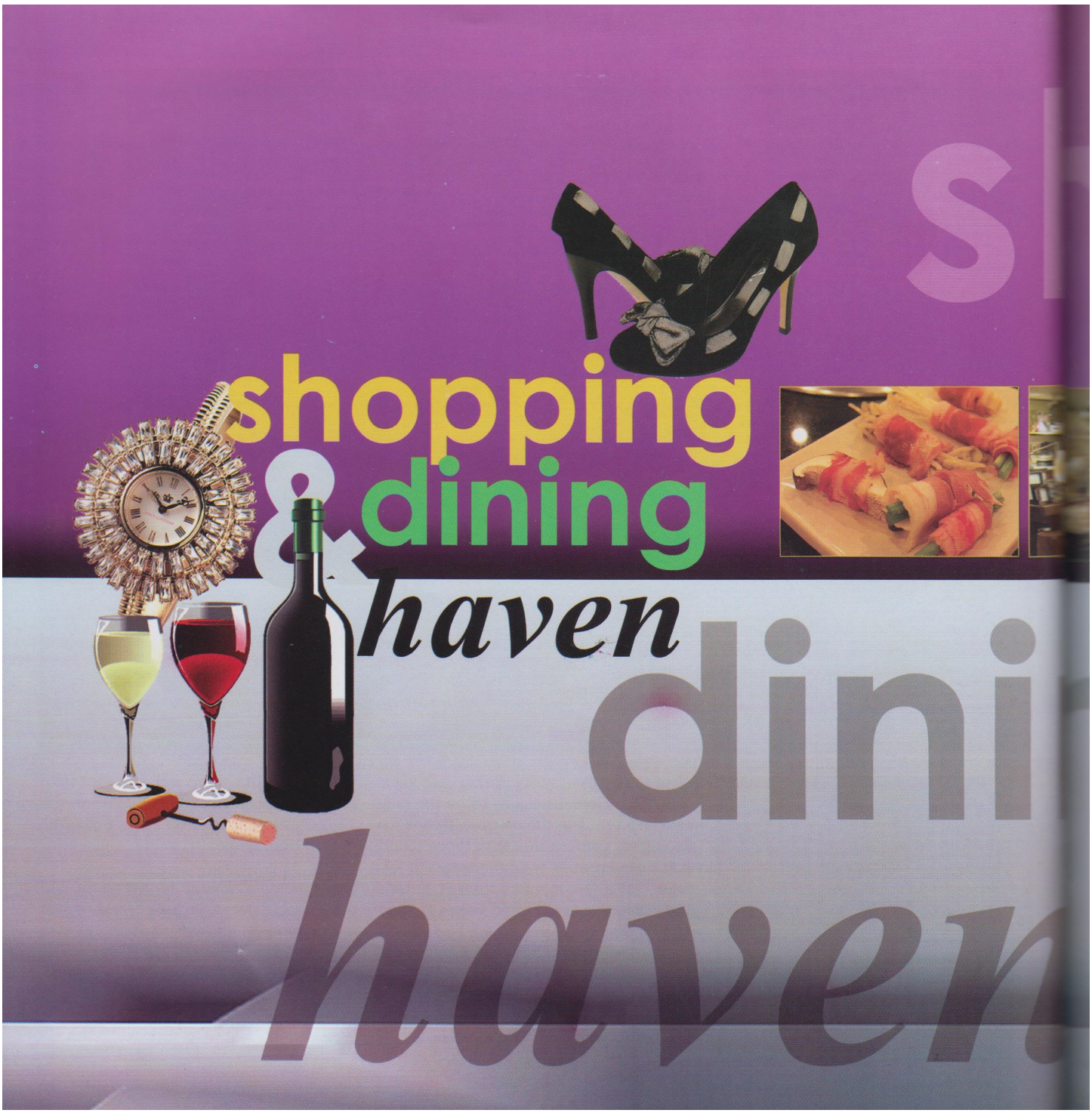
Aside from its meticulously landscaped surroundings, Gazebo Royale is well-known for its lush gardens, creative ceiling fixtures and soothing water features such as waterfalls, ponds, fountains and lagoons teeming with Japanese koi and other fish varieties. Want an intimate gathering or a bash for hundreds? The Bamboo Grove can accommodate up to 60 guests, while the two halls, Phoenix Avenue and Champagne Hall, can house up to 300 and 700 guests, respectively. The grand gate provides a dramatic entrance lined up with trees that seem ablaze with tiny bright lights at night time. The bridges, which are made up of elegant Piedra China, add to the splendid ambience of the gardens.





Want to feel like royalty during your wedding? Blue Gardens claims to be the only wedding venue in the metro with beautiful English gardens similar to those found in Europe. Located in Commonwealth Avenue, just a few minutes from St. Peter's Cathedral, this landscaped venue is filled with blooming flowers, ornate bird houses and butterflies. The function rooms in the three-storey Chateau provide a panoramic view of the gardens. Other European-inspired facilities are the splendid white gazebo inspired by Castle Versailles of France, and the stone wall entrance with pillars and carvings reminiscent of the 17th century Chateau de Brecy's majestic gate in Normandy.

Other notable venues for wedding and other special events include Grand Terrace in Commonwealth Avenue; Patio Ibarra in Quezon Avenue; Plaza Ibarra in Timog Avenue; Windmills and Rainforest in Scout Borromeo St. South Triangle; and the Big Tent in Holy Spirit Drive.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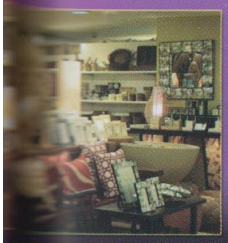



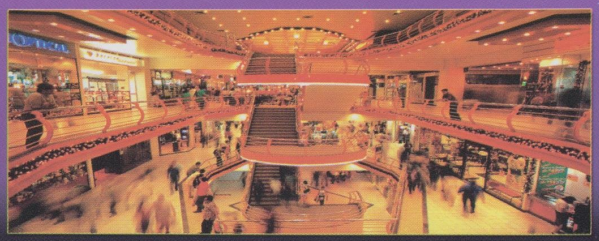



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Shopping and Dining Haven

Quezon City can be called the shopping paradise of the country, where shopping complexes sit center stage in practically every dense community cluster. A typical mall would have cinemas, supermarkets, department stores, hardware centers, boutiques and other specialty stores, game arcades, spas, beauty salons and nail stations. Some have places of worship and are extensions of medical centers.





The expansive SM City at North Avenue corner EDSA has more than 1,100 shops, including 400 dining establishments. The mall attracts a daily foot traffic of over 500,000 people during weekends and more than 300,000 visitors on weekdays. SM City is the largest mall in the Philippines, and claims to be the world's third biggest in terms of leasable area (460,000 square meters). The SM group alone has at least 5 large shopping malls, and 6 smaller shopping (mostly supermarket) operations in Quezon City.

Very proximate to SM City is the 20-hectare expanse of Trinoma, which houses 550 shops and is directly connected to the metro rail transit (MRT) station. The mall itself sits on top of the MRT depot. Trinoma has a gross leasable area of 195,000 square meters. Estimated foot traffic is about 180,000 to 200,000 daily.

Araneta Center in Cubao is a complex of shopping facilities. In one portion is SM Mall in Cubao that is directly connected through a retail bridgeway to Ali Mall. SM Cubao has a total retail floor area of 102,354 square meters, integrating a supermarket, department store, appliance center, specialty pet shop, hardware, drug store, specialty pet store and banking services, along with several food outlets. Ali Mall houses 100 shops, restaurants and cinemas, with a

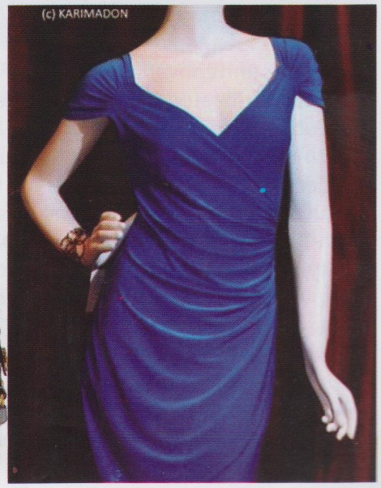




total retail floor area of 64,500 square meters.

On another end of Araneta Center, connected to the mass rail transit depot, is Gateway Mall. Shoppers have a choice of over 300 shops, restaurants and cinemas. It has a total retail area of 95,000 square meters. Gateway Mall is the recipient of the merit award in the 2006 International Design and Development Awards sponsored by the International Council of Shopping Centers, for its innovations in mall design and amenities. It is connected to Gateway Tower, which is a 30-floor facility offering 80,000 square meters of prime office space. Gateway Mall is also directly connected to the Araneta Coliseum, an iconic indoor, sports and entertainment arena with a seating capacity of 16,500 people. The coliseum has a dome diameter of 108 meters, making it the largest of its kind in Southeast Asia.





Shopping and Dining Haven



In between and right across the coliseum is Shopwise Supermarket, with its complex of restaurants and convenience stores. Farmer's Market is located right on EDSA, beside the Cubao Shopping Complex and adjacent to the Cubao MRT station. It is one of the cleanest and largest markets for fresh produce in the country. Patrons love the market's live seafood flown daily from Roxas City, as well as the freshest selection of meat, vegetables, fruits and even hard-to-find exotic stuff at reasonable prices. Open for 24 hours, the Cubao market is also home to the first satellite school of the renowned Center of Culinary Arts. Thus, right there, you can have cooked what you've bought from the market.

The Lagro-Novaliches shopping scene is dominated by two of the country's biggest developers, SM Prime Holdings and Robinsons Land which have developed two shopping malls close to each other in the northern part of Quezon City. SM City Fairview, a large shopping mall is located at Quirino Highway, Regalado Avenue, Novaliches, Quezon City, Metro Manila. It has a land area of 200,000 square meters, and a total gross floor area of approximately 182,000 square meters. Robinsons Nova Market (formerly Robinsons Place Novaliches) is just across. One of the stations of the proposed MRT-7 will be constructed and connected to these malls. Robinsons is spread over 8.7 hectares and a total gross floor area of approximately 60,000 square meters. The mall has over 100 shops and dining establishments. The area also contains the Fairview Centermall and Puregold Supermarket catering to residents of the subdivisions nearby.

Along Commonwealth Avenue is the Ever Gotesco Commonwealth mall which services people along the Commonwealth/Diliman and Batasan areas. Nearby is the Shopwise Center. At the Tandang Sora area are Puregold Supermarket in the southbound lane and Berkeley Square in the northbound lane. The U.P. - Ayala Technohub hosts amusement centers and restaurants, while a smaller mall, the Citimall, serves the







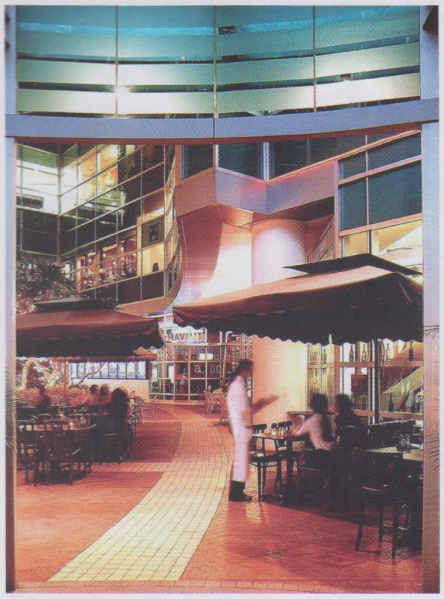
Philcoa area near the UP Campus and caters mostly to commuters.

Also very popular is the 216,000 square meter sprawl of Robinson's Galleria at EDSA corner Ortigas Avenue, Quezon City. This is a 5-level shopping mall with more than 400 shops, dining outlets, entertainment facilities and service centers, including the biggest Toys R Us outlet in the Philippines. Robinsons has other malls in the highly populated Novaliches and in the modern Eastwood City.

In malls and throughout the city are a delectable array of restaurants, more than 300 to suit any palate from fine dining to fast food. The primary entertainment district in the Timog area are in the Timog, South and Tomas Morato avenues, all of which have gained a reputation as a restaurant strip, where one can choose from among over 120 restaurants, bars, cafes, karaoke joints, and comedy bars providing all-night-long entertainment. Notable restaurants include the long-established Mario's which became famous for its outstanding steaks and old Spanish favorites like paella; Uno, a small, nondescript restaurant famous for its delectable food and ever-changing menu; Annabel's, which offers scrumptious international and continental cuisines with a garden ambience; Alfredo's, whose delicious steaks have spawned a cult following; and Greens, a vegetarian restaurant with delightful tofu-based dishes.

A Taste of LA Cafe, known for its mouthwatering pizza and pasta dishes, is another crowd-drawer in Tomas Morato, along with Kartre, a cozy restaurant which serves up luscious Mediterranean cuisine; Bellisimo, which foodies frequent for its good Italian food and wine selection; and Chili's Grill and Bar, which serves all-time-favorite appetizers with a twist. Comedy bars, such as Laffline and Zirkoh, are filled to the hilt especially on weekends, while Dolce Superclub is Quezon City's answer to the clubs in Makati and The Fort. Some of these restaurants have been around for decades and remain trendy hang-out spots, along with the newer establishments.

Shopping and Dining Haven







Another restaurant-and-bar district is the Katipunan Avenue, a popular watering hole among students and white-collar employees residing in the nearby condominiums. Often referred to by students as "Katips", folks will find a complete range of food choices here: from fine dining and casual restaurants, to fast food diners and carinderias (small restaurants with ready-to-eat food), even mobile stalls selling street food. The newest additions are gasoline station complexes that come with restaurants and coffee shops, as well as those that surround information technology zones.

The growing restaurant hub in Maginhawa Street in UP Village is an open secret among students, artists and foodies who flock there to enjoy good food and long conversations. The relaxed, unpretentious vibe of the place, not to mention the affordable prices, is the perfect counterpoint to the high-end hangouts found in fancier business districts. Among the most popular spots include Van Gogh is Bipolar, a cozy restaurant that offers food said to uplift the mood; Cocina Juan, which serves a medley of Latin American cuisine with a Filipino twist; and Tomato Kick, whose menu promises to take you anywhere from Asia and Europe to South America.

La Loma prides itself for being the lechon capital of the Philippines, where visitors will find rows and rows of "lechon" being sold in the sidewalks. Lechon (spit-roasted pig) is considered the star of fiestas and just about every other celebration in the Philippines. It is prepared by stuffing the inside of the animal (which may also be a cow or chicken) with herbs and spices, then slowly hand-roasted on top of charcoal for hours until the skin turns reddish brown and very crispy.









Other retail centers

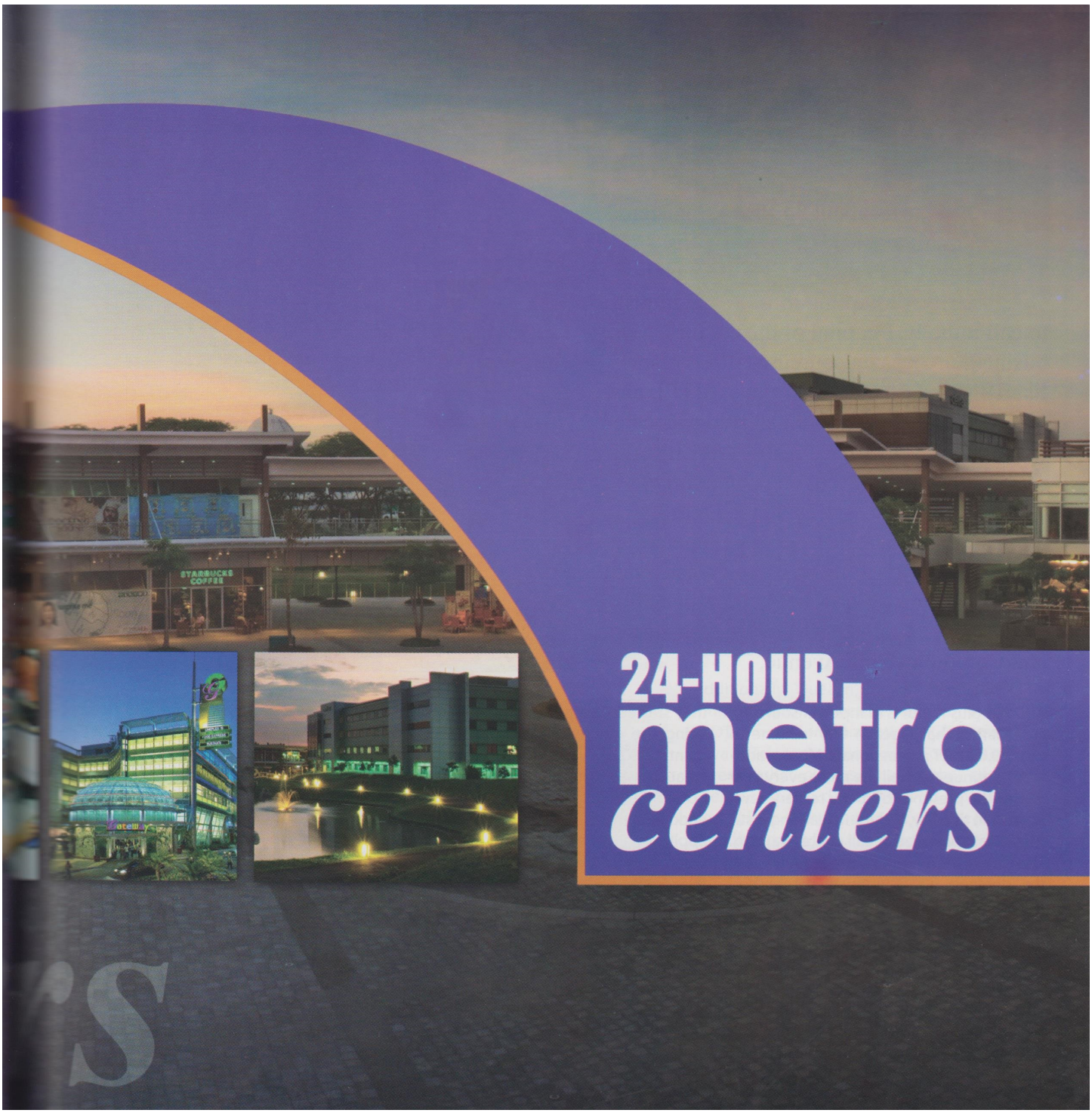
Aside from the malls, large public markets remain popular among certain segments of the population. Those looking for quality suit materials will find them at Kamuning Market, where about a hundred stalls sell different kinds of textile and tailor supplies, as well as ready-made barongs and bridal gowns at very low prices.

Bargain hunters also love the "tiangge" a unique shopping concept midway between a mall and a market. Tiangges are often small makeshift stalls clustered together that sell anything and everything you can imagine, at bargain basement prices. Haggling is the name of the game at the tiangge, particularly if you're a suki (regular buyer) or buying wholesale.

The weekend retail mart at the Quezon Memorial Circle has stalls selling fresh meats, regional delicacies, household wares, art works, jewelry, export overruns, even pre-owned stuff. Those looking for affordable yet good quality furniture, handicrafts and home accessories can take a trip to Dapitan Arcade in Sta. Mesa Heights. It has everything from hand-painted ceramic plates and wooden house decors, to chic jewelry boxes and knickknacks of various shapes and sizes. Visitors will be wowed by prices at the tiangge, which are much lower than in malls and home depots.

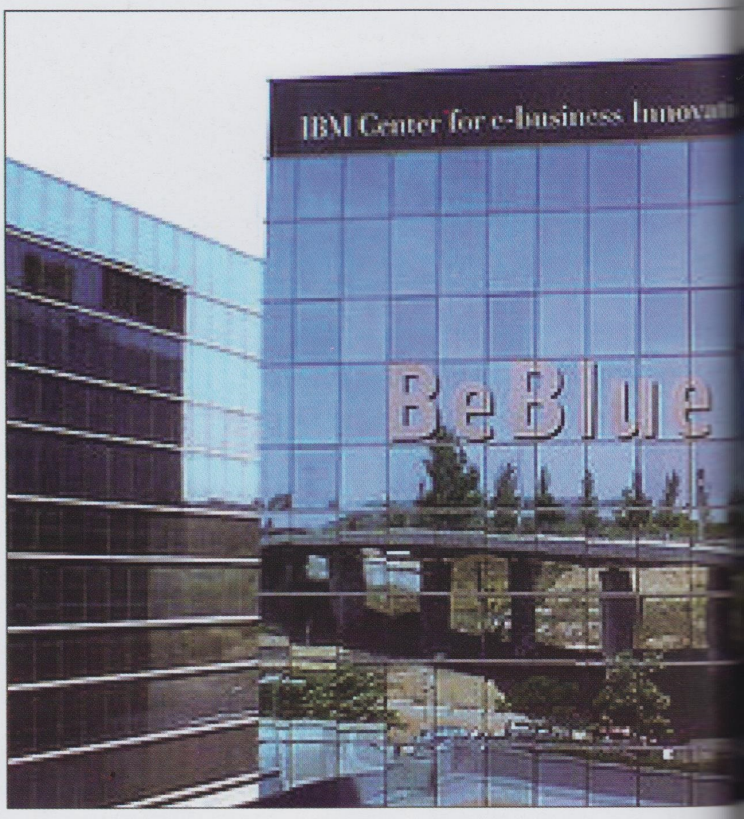
Those who love shoes frequent the Cubao Expo, a complex of several stores that sells shoes from the country's shoe capital, as well as quaint art works and hard-to-find vintage items. Other notable public markets are Farmer's Market in Cubao, Novaliches Market, Commonwealth Market, and Mega-Q (formerly Nepa-Q) Market along EDSA.


TIMEZO
TIMEZ
24 hour
metro
cente
EASTWOOD MALL
EASTWOOD


STARBUCKS
COFFEE
24-HOUR
metro
centers

24-Hour Metro Centers

The City hosts about 34 PEZA-registered Information and Communications Technology (ICT) parks and buildings in Quezon City, prompting those in the industry to call it the ICT capital of the country. Many business process outsourcing (BPO) giants like IBM, eTelecare, Convergys, SITEL and Sykes Asia have either transferred or located their base of operations in Quezon City, having been attracted by the competitive real estate values, with rental and leasing rates that are 30-40% lower than other cities. They are also attracted by the expansive land areas available for development, especially in Cubao, Eastwood, EDSA, Quezon Avenue and Commonwealth Avenue.



Another plus factor is manpower sourcing, considering that Quezon City is home to over 40,000 ICT professionals. More graduates continue to swell the ranks every year due to the presence of many tertiary-level schools in the City, including learning institutes that specialize in call center training. The City government, to proactively meet the demand for manpower, established the Quezon City Call Center Competency Course that provides free training to the so-called "near-hires" who were initially rejected employment in call centers, in order to make them qualified for the job.

During a 2009 CyberCity Forum, major BPO players reported the ease with which they started their business in Quezon City, citing the efficiency of the city government's BPO-ICT Task Force. The latter was created to provide support to existing and potential locators, including the City's endorsement of their PEZA registration application. Sykes Asia confirmed that its Quezon City sites were outperforming all their other locations in the Philippines, while IBM Philippines said that 80% of its employees are in its Quezon City sites.

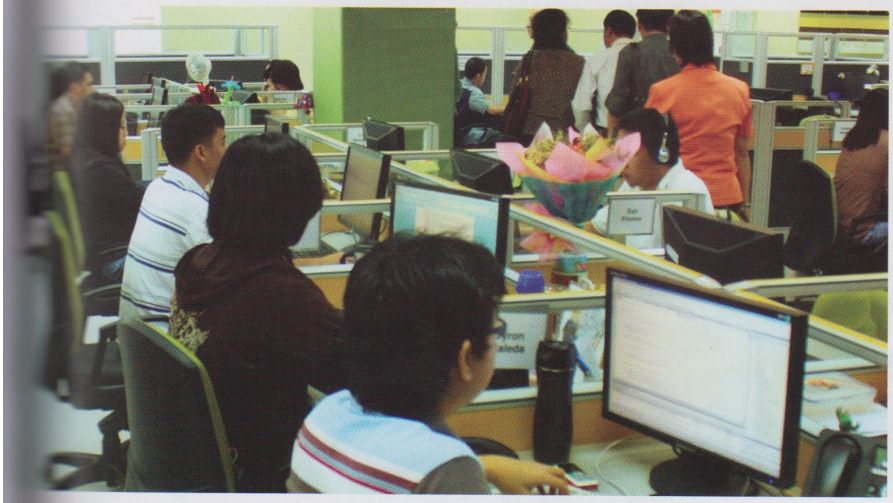
Quezon City is fast becoming a leader in wireless connectivity, with at least 44 destinations offering wireless fidelity (wifi) service technology to anyone who wants to use a laptop within their environs. Among the most expansive wifi hotspots are found in the 35-hectare Araneta Center in Cubao and the 19-hectare Eastwood Cyberpark. Even the community that hosts Quezon City's dumpsite, Payatas, is already a wifi zone.

Most coffee shops and restaurants offer free wifi connection as a come-on to customers. The Internet cafes that boomed in the '90s continue to be a popular destination, with 600 of them dotting many parts of the City, including residential neighborhoods. There are about 450 computer retailers and distributors, and more than 3,000 micro enterprises engaging in ICT-related businesses.









Additionally, Quezon City offers reliable communication infrastructure services powered by PLDT, Smart Communications, Globe Telecom, Bayan Telecommunications Corporation and several other players. The number of cellular sites has increased over the years, with Bayantel and PLDT among the major service providers. Broadband services are now available through Bayantel, Primeworld and Radiomarine.

Telegraph and telex services are provided by PT&T while postal services are extended primarily by the Central Post Office. The city maintains ten post offices and nine private postal stations distributed citywide. Other services include mail and parcel delivery, money order, domestic and international express mails and PO Box leasing.





Eastwood City, is a 19-hectare state-of-the-art, masterplanned, residential, business, commercial and entertainment city development of a private corporation in Bagumbayan, Quezon City. Its main feature is an urban economic zone for information technology (IT)-driven companies. It is the first cyberpark accredited by the Philippine Economic Zone Authority. Locators include customer contact centers, electronic publishers, e-commerce systems managers, other systems managers and integrators, multimedia service providers, internet access and data transport service providers, and web developers. Companies like IBM, Citibank, eTelecare, Trend Micro, Canon, TOEI Animation and others are located at Eastwood. Those who live and work in this community enjoy advanced high-bandwidth telecommunications system and fiber optic backbone.

This place also features 12 luxury condominium residences, with at least two more under construction. It is the first pet-friendly shopping and recreational community in the country.

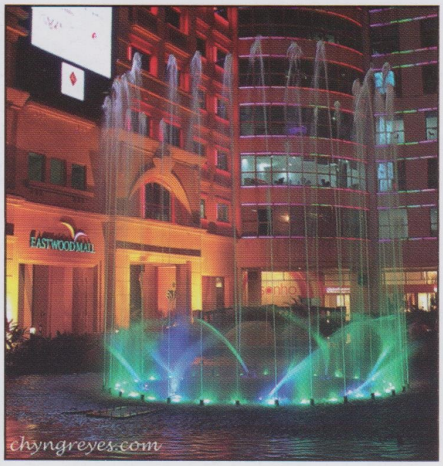
It is also the country's first nationally accredited Tourism Entertainment Complex. Among Eastwood City's finest attractions are the grand selection of restaurants offering sumptuous cuisines, temporary art galleries, al fresco dining, and the mall's very own Walk of Fame, ingrained with the names of the great icons of Philippine entertainment, arts and culture. The night scene is very much alive at the central plaza, where concerts, fashion shows and dance parties are regularly held.

Sophisticated shoppers love the new Eastwood Mall, a welcome addition to the huge Cybermall which is practically a stone's throw away. The new mall has two distinct sections, the main mall, which has upscale fashion boutiques, a sports zone section with giant LCD screens, and a row of al fresco restaurants; and the central park, an open space with environmental elements like a botanical garden and a lagoon. Families and the barkada can now enjoy the ultimate luxury movie viewing experience in select cinemas with fully reclining twin

24-Hour Metro Centers









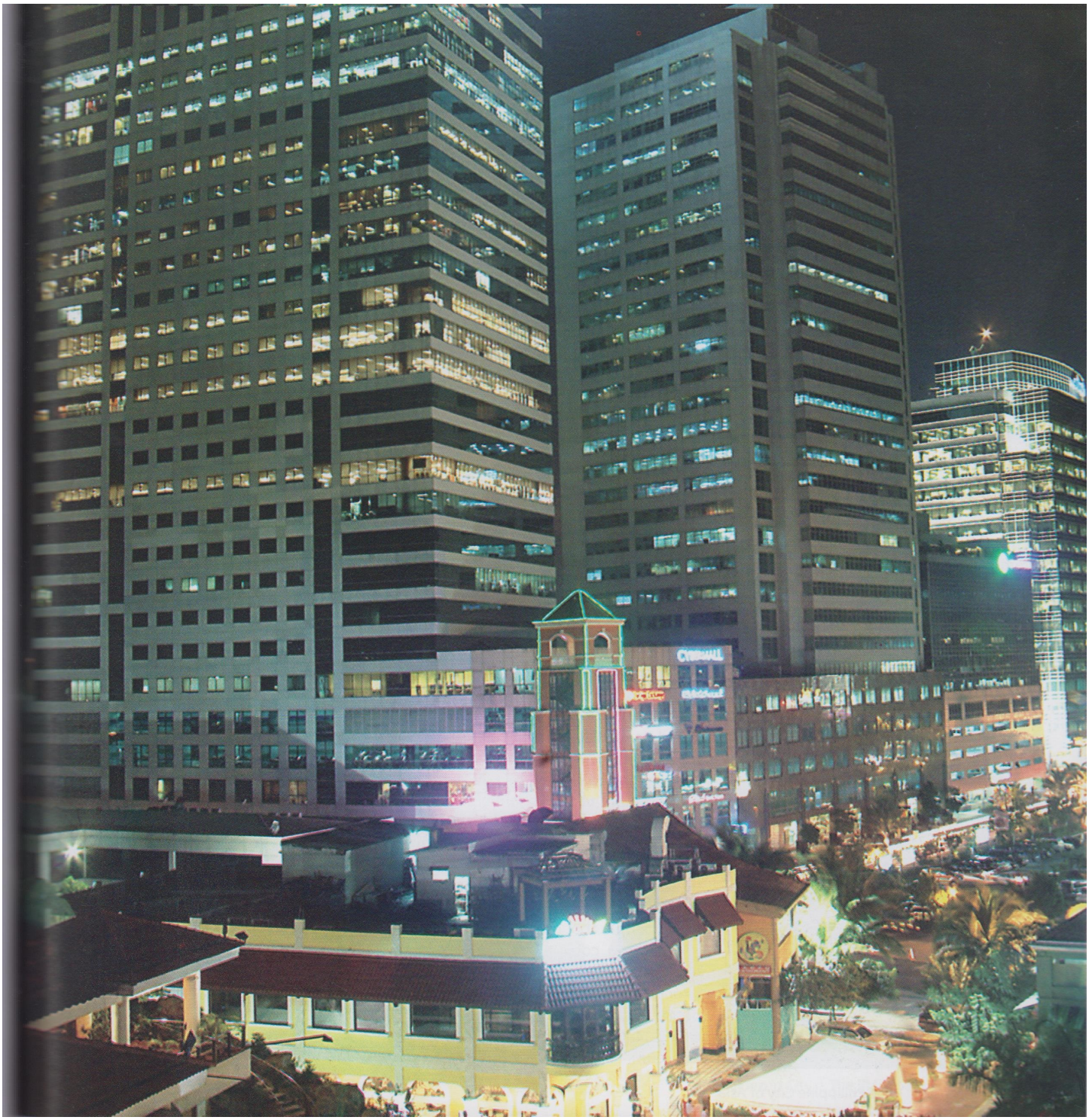
seats, and refillable popcorn and drinks to be served by butlers to their own seats. The bazaars also provide the perfect haven for those in the hunt for the trendiest fashion finds, fascinating handicrafts and other novelties.

In the mood for a certain kind of cuisine? Notable restaurants in the complex include the Italian restaurants Fazoli, Pasto, and Benissimo, the Mexican restaurant Agave Mexican Cantina, the Chinese restaurant Shanghai Bistro, the Filipino restaurants Via Mare and Mama Rosa, the Indian restaurant Prince of Jaipur, the Japanese restaurants Takayama Kyo and Teriyaki Boy. Those who live for the nightlife can barhop among prominent nightclubs in the Eastwood City Walk including Club Dredd, Ebisu Grill, Fuzion Smoothie Cafe, Ipanema, OJ's Grill (Mystic), and The Basement. Coffee and tea lovers can go to Starbucks, Seattle's Best Coffee, Delifrance, The Coffee Bean & Tea Leaf and Figaro, among others.

Craving for serenity and relaxation? Even an hour of body pampering can immediately rejuvenate the mind, body and spirit. Health aficionados will be thrilled with the wide array of spas and salons offering luxurious body spas, soothing massages and great makeovers, that make Eastwood City practically a beauty and wellness district in its own right. Sports buffs will love to unwind in Paeng's Eastwood Bowl and Billiards Room, the most modern in the country using the latest AMF bowling equipment. Adding to the festive atmosphere of the facility are the glow-in-the-dark bowling balls and pins, and the glow-in-the-dark tracking lanes.

People can also bring their favorite pets and enjoy a leisurely stroll along the cobbled walks, as Eastwood City is first pet-friendly mall in the country duly recognized by the Philippine Canine Club Inc.

These modern-day conveniences have lured more folks not only to visit but to actually set up house at Eastwood City, including those working in the corporate offices in the nearby Cyberpark. Among these are the very modern three-tower Eastwood Lafayette which has a neo-classical design and the majestic Grand Eastwood Palazzo with frescoes and balconies reminiscent of Europe. Four more condominiums are slated to rise here in the near future: Le Grande Towers and One Eastwood Avenue.



Araneta Center: QC's pioneer business district

The Araneta Center in Cubao is the city's first well-built commercial and entertainment hub. It is also a crux of the city's mass transit systems.





It had its humble beginnings from the vision of businessman J. Amado Araneta, who wanted to provide his countrymen an extraordinary recreational venue just like those he saw in his travels abroad. In 1952, he purchased a 35-hectare land from the Radio Company of America (RCA), where the latter's transmitters were located. The property was considered a dead spot, and many people thought that Araneta's idea to put up a commercial complex in the middle of nowhere was crazy. The first structures to be built were the Araneta house, also known as "Bahay na Puti," an office building, and the famous Araneta Coliseum.

Now, the Araneta Center is a 35-hectare property recently revitalized to include a new commercial and residential community complementing the area's centerpiece, the Big Dome or the coliseum. Within this area are large shopping malls and supermarkets, theaters, restaurants, drug stores, specialty showrooms, art galleries and offices.

The Araneta Center Cyber Park is an 8-hectare business area which consists of modern four to six storey office buildings. Among its locators are: Accenture, a major player in the business process outsourcing industry with over 100,000 employees


ARANETA
Gateway





Ali Mall is the first enclosed shopping mall in the Philippines. It was constructed after the historic "Thrilla in Manila" boxing bout in 1975. Legend has it that Muhammad Ali himself suggested the construction of a mall because the country at that time was lacking shopping malls. He was guest of honor at the mall's opening. With 62,000 square meters of land, Ali Mall remains a popular hangout because of the assorted retail stores and dining establishments there. In 2009, an expansion to Ali Mall was opened.

The Gateway Mall boasts of its Cineplex, which has ten cinemas that have La-Z Boy seats for the Globe Platinum cinema and comfortable seats for the other cinemas. It recently garnered the merit award in the 2006 International Design and Development Awards sponsored by the International Council of Shopping Centers.

Other structures in the Araneta Center are the Aurora Tower, the headquarters of the Araneta Center Inc. It was also in Cubao that Jollibee, the giant Filipino fastfood chain, had its beginnings as an ice cream parlor in 1975.

The Araneta Center Master Plan has unrolled further improvements and expansion. The development concept mixes state-of-the-art retail, entertainment, commercial, hotel and residential uses in a complementary, transit oriented development pattern within lush "garden city" environment that will attract a wide range of public and private activities.

Integrated into the whole development will be an information technology backbone that will provide state-of-the-art communications, networks, utilities, and other technology support facilities to support existing and nurture the development of new, information technology oriented companies and individuals.

Included in these plans is Novotel Manila Araneta Center, a deluxe business hotel connected to Gateway Mall. Conveniently located in the center of the business and entertainment districts of Quezon City, the hotel will showcase 417 rooms, a 1,000 capacity ballroom, a gym, a bar lounge. Plus all-day dining, spa, swimming pools, and 3 levels of basement parking. The hotel will also offer multiple function rooms with flexible spaces, easily transformed to meet every business needs, with an emphasis on state-of-the-art technology, natural light and contemporary design.

UP-Ayala Land TechnoHub: Campus-based technology park



The UP Ayala Land TechnoHub is the country's first full-scale, campus-based science and technology park, which was developed jointly by the country's premier university, University of the Philippines and property developer Ayala Land. It occupies 20 hectares of the 37.5 hectare UP North Science and Technology Park.



It offers a campus-style development for information technology companies, inspired by the vision of Stanford's Silicon Valley, which seeks to nurture a dynamic learning laboratory for academic and industry collaborative projects.

The Hub features ten buildings surrounding a park of landscaped spaces and a man-made lagoon. Each building is designed for 24-hour business operations, with floor plates of approximately 2,600 square meters, 100% back-up generators, centralized chilled water system, two elevators, and multiple telecom providers. They are also designed to be environmentally sustainable with features such as a district cooling system, a water recycling system, a storm-water management system.

The place has a Tech Portal, which houses start-up companies, incubators, an information desk, conference and meeting rooms, and exhibit areas. The entire development was listed as an approved IT Park by the Philippine Economic Zone Authority in February 2009. This status makes export-oriented companies located therein eligible for tax holidays, reduced rates of corporate income tax, and other incentives.

IBM opened an Innovation Center at the park, its second in Southeast Asia after the one located in Malaysia. Convergys also inaugurated its contact center at Techno-Hub in April 2009. British banking giant HSBC is a pioneer locator. Other locators are Canadian insurance firm Manulife and Pointwest Technologies, a software developing house with clients in the Fortune 500 companies. The technopark now has the



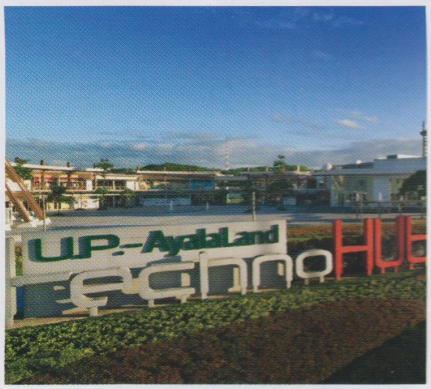
capacity to provide employment to some 35,000 people.

Aside from the IT-related companies, the TechnoHub complex has various establishments including coffee shops, restaurants, a drug store, telecom company, hair salon and bookstore, even Timezone. Notable restaurants here are Gerry's Grill, Yellow Cab, FlapJacks, The Old Spaghetti House, Le Ching Tea House, Mister Kebab, KFC, Razon's and Kanin Club. A fish pond and a jogging path, along with a sports center, are also interesting amenities in the area.

The development of UP North S&T Park is under a 25-year lease contract with the University of the Philippines for use of its land, with the agreement that all facilities constructed will be turned over to the university upon expiry of the lease. The second phase of the project involves developing the area into a biotechnology park, while the third phase entails building an education and communication park.

The proliferation of technoparks in Quezon City like the UP-Ayala TechnoHub, Araneta Cyberpark and Eastwood Cyberpark, are encouraged by the City government's policies that promote the strengthening of the country's proficiency in the field of science and technology, and encouraging foreign investments that will boost the City's productivity.

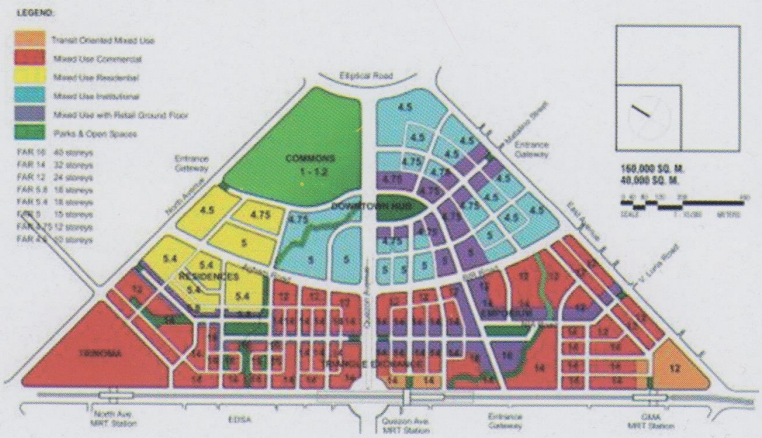
Complementary information technology facilities in the area are the UP South Technopark along C.P. Garcia and Katipunan Avenues; followed by collaborations on Katipunan Avenue south of the UP Diliman campus. In July 2009, Ayala and UP Diliman



opened a third collaboration, the DOST-PEZA Open Technology Business Incubator, at Katipunan Avenue; the new incubator targets companies focused on cloud computing and open-source software development.

Quezon City Central Business District: The Emerging Center of Commercial Activity

An emerging metro center is the Quezon City Central Business District located in the city's North and East Triangles and Veterans Memorial area. This is a 252-hectare masterplanned development which a World Bank study has confirmed to be "the center of gravity of all commercial activities in the coming years."



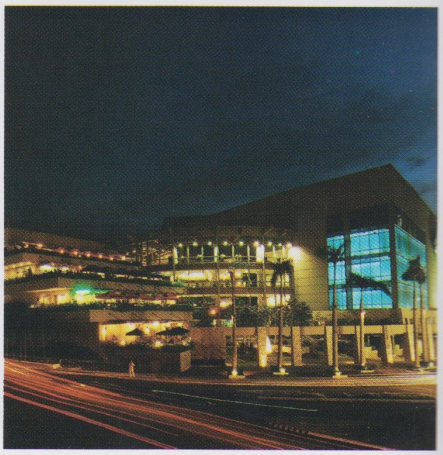
Designed to be a vibrant and environment-friendly CBD that actively contributes to national and metropolitan development and, at the same time, serves as a model urban environment, the CBD will position itself as the priority location within Quezon City for businesses in the city's main clusters, health and wellness and information technology, with strong support facilities (financial services, institutional and educational activities, commercial and retail, culture and entertainment, hotel and residential facilities). It will eventually attract also the main national or regional offices of large financial and commercial companies.

The CBD will have the prerequisites of a world-class CBD: walkable, vibrant night and day, quiet neighborhoods with easy access to retail and urban services, building designs that preserve human scale, public areas that have good aesthetic design, lively commercial centers and transport-oriented developments.

It will have mixed-use development oriented towards transit facilities. This minimizes travel to work, avoids congestion experienced in other CBDs, creates greater opportunities for social contact, urban vitality and safer places, achieves better energy efficiency and efficient use of spaces and buildings, and increases efficiency of urban facilities.

The CBD will have unique modern and futuristic urban architecture, with an underlying Filipino theme. Existing vantage points to the Quezon Memorial Circle and the Ninoy Aquino Parks and Wildlife will be preserved. New ones will be established.

Approximately 64% of the total land area will be allocated to mixed-use residential, commercial, institutional and transit-oriented development; 22% will be allocated to roads, and 14% to parks and open spaces.



Eton Centris is located at the gateway of the Quezon City Central Business District. Its development features include Centris Station, a two-level transit-oriented mall with a direct link to the Quezon Avenue MRT station; Centris Walk, an expansive strip designed to be a new dining, lifestyle and entertainment venue; Eton Cyberpod Centris, the business process outsourcing (BPO) office space component lined along EDSA; and Elements, an upcoming events venue. When fully developed, luxury condominiums shall rise alongside these amenities and facilities.



Quezon City is fast evolving as the leader in medical tourism in the Philippines, with 61 hospitals, with a combined bed capacity of almost 9,000. This means a hospital bed to population ratio of 1:341. Three of these hospitals have international health certifications: St. Luke's Medical Center, National Kidney Transplant Institute, and the World Citi Medical Center.





The city also has a top-of-the-line eye care center, Perfect Sight, that is a one stop shop for vision problems from diagnostic to surgery, including glaucoma and diabetic eye screenings, treatment of cataracts, macular degeneration, and diabetic retinopathy, and LASIK surgery.

Apart from the hospitals, Quezon City boasts of public health centers, and a wide range of dental and medical diagnostic clinics, complemented by a number of physical fitness centers, childcare and development companies, caregiving schools, medical transcription firms, laboratories and other wellness centers.

A good number of spas, massage clinics and alternative healing centers can be found throughout Quezon City. Due to their increasing popularity even ordinary folks can now experience the serene atmosphere inside a sauna bath, or the calming sensation that come from full-body aromatherapy spa; while others the more adventurous can take pleasure in a traditional acupuncture session. The hospitality and attentive service that characterize these facilities are another reason why patrons keep coming back.

Most of these facilities fit nicely into a dense, complementary wellness cluster, making Quezon City the destination of choice for people in need of easy access to quality yet affordable health care. Foreign patients also find comfort in the highlytrained, English-speaking medical personnel. In recent years, Quezon City has developed a niche in the field of hair transplant and hair restoration procedures.

City-owned hospitals

The two City-owned hospitals, Quezon City General Hospital (QCGH) and Novaliches District Hospital (NDH), serve as referral centers for the City's health centers and other hospitals and clinics. Both pursue the objective of providing the people, particularly the low-income residents, with the best medical care that the City government can afford. The QCGH provides patient treatment, ambulatory and domiciliary care and preventive services, and serves as a center for research and training of health workers and allied professionals.

In 2009, the City government invested P559-million to transform QCGH into a five-storey medical center with a 250-bed capacity. Situated within a 10,000 sq. m. floor area, the building design which was a product of a special study team composed of consultants from the Department of Health, as well as doctors, architects and engineers of the City government ensures that it will have a safety-conscious building design and material finishes, with high seismic and wind factor, fire-resistivity, non-toxic, anti-bacterial, hypo-allergenic, anti-static, sound-absorbent and non-slippery finishes. Beginning early 2010, its patients were able to tap the benefits of modern equipment at very affordable rates.

The Bautista administration, mindful of the huge population in District 2, began to pour investments to improve access to healthcare facilities there. In 2011, Mayor Bautista announced the planned construction of another City hospital, focused on providing modern, diagnostic services, especially for the largely depressed population in Commonwealth and nearby areas. Meanwhile, NDH is being transformed into specialty hospital caring for its prime patient groups, mothers and infants.







Other internationally known hospitals

Of the 61 hospitals in the City, 22 are categorized as tertiary-level hospitals and those with highly specialized staff and technical equipment, including those for complex surgeries. There are a total of 45 privately-owned hospitals in Quezon City, including St. Luke's Medical Center, the country's leading private healthcare institution. The hospital boasts of a 650 bed-capacity and medical expertise of over 1,700 physicians and almost 2,600 non-medical staff that extend excellent care to its patients. It also prides itself with having state-of-the-art technology possessed by no other hospital in the country, such as the 3-Telsa MRI, 256-slice CT scanner, PET scanner and Cyclotron. In 2003, it was accredited by the Joint Commission International, becoming the first hospital in the country and the second in Asia to be so recognized. This accreditation means that patients of the hospital are assured of

Center of Health and Wellness



receiving high quality services at par with those of the best hospitals in the world.

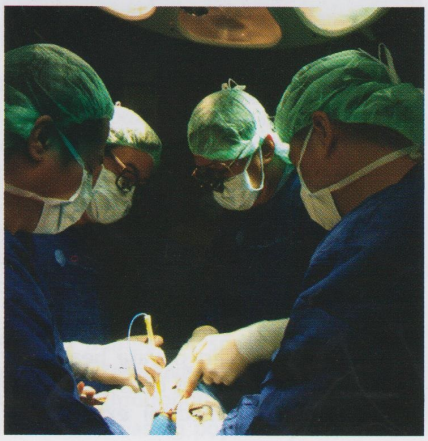
Among the 16 government-owned hospitals are the specialty hospitals of the Department of Health: the Philippine Heart Center, the Philippine Lung Center, the Philippine Children's Medical Center and the National Kidney Center and Transplant Institute. Medical practitioners in these hospitals are graduates from top universities of the country, and most of them have undergone further training in the United States before sharing their expertise in the Philippines.

Cardiovascular diseases are the leading cause of death in the country. That is why the Philippine Heart Center, the country's leading healthcare facility for cardiovascular and related diseases, was established in the first place. Created through the efforts of former First Lady Imelda Marcos, the 300-bed hospital was aptly inaugurated on Valentine's Day of 1975. It is now recognized as one of the busiest Congenital Heart Surgery centers in Asia. Aside from providing comprehensive patient care program, the Center also offers education and training, research and public information.

The Lung Center of the Philippines is the country's leading healthcare facility for respiratory and related diseases. On January 23, 1982, the Center was inaugurated with the mission to provide state-of-the-art healthcare service for respiratory and related diseases. Since it opened, the 210-bed healthcare facility continues to provide effective pulmonary care and services to Filipinos and patients from other parts of the region.

Established in 1979, the Philippine Children's Medical Center was envisioned to be the premier pediatric tertiary healthcare facility in the country. It provides services in almost all areas of pediatric medicine, and has a total capacity of 200 beds. Most of the patients have infectious diseases like diarrhea and respiratory illnesses, while cancer accounts for the second highest number of patients. The Center is strengthening its efforts in providing the best care for children through its different programs like Research and Development, Cancer Research and its Hospice Care Service extended to cancer patients and their families.

The National Kidney & Transplant Institute was established as the National Kidney Foundation of the Philippines in 1981. With





a 247-bed capacity, it is the country's leading healthcare facility for renal and related diseases, and one of Asia's leading kidney transplant centers. It is the only Philippine hospital specializing in renal organ transplantation, having been a pioneer in different transplant operations both in the country and in Asia. The first liver transplant in the Philippines was performed here in 1988. Other milestones of the Institute are the first double transplant in Asia (kidney and pancreas) in 1988, first bone-marrow transplant in the Philippines in 1990, and the first combined kidney and liver transplant in Asia in 1990. The Institute achieved its 1,000th kidney transplant back in 1994.

Other government hospitals in Quezon City are the Philippine Orthopedic Center and the East Avenue Medical Center. The Philippine Orthopedic Center was established by the Americans in 1945 as the Philippine Civil Affairs Unit No. 1 to take care of civilian casualties during the war. Later, the function of the hospital was redirected to look after accident victims and orthopedic cases. The 700-bed hospital transferred to its present location in Quezon City in 1963. The East Avenue Medical Center was originally named Hospital ng Bagong Lipunan when it was estab-



lished in 1978. The now 650-bed hospital provides quality and affordable tertiary healthcare services to its patients, especially indigents.

Hydrotherapy at Ace Water Spa

Spas trace their history to the prehistoric practice of traveling to hot or cold springs in the hopes of effecting a cure of some ailment. This ritual can be readily experienced with a visit to Ace Water Spa, the first hydrotherapy spa in the Philippines.

The 3,000-square meter indoor facility is a virtual oasis of various-temperature swimming pools, push-button massage systems, wet steam and sauna rooms, and other spa amenities—making it possible to beat the heat away while getting a full-body massage at the same time. Minus the sunburn too!

Among the most sought-after facilities is the colossal spa pool that provides 25 kinds of hydrotherapy massages! There's a notice posted on every massage station that tells which part of the body it's supposed to focus on, what position the person should be in, and what health benefits can be expected from it. The unique rainfall acupuncture and bubble massage system are top favorites among visitors.

Need a warm, soothing dip for tired muscles? There are six hot aromatherapy pools soaked with lavender, jasmine and mint herbs designed for a nice back and foot massage. Those who prefer ample space for exercise can choose from the nine swimming pools, heated at a range of 30-40 degrees regardless of weather condition. Water exercise is especially recommended to people with physical disabilities, injuries, diabetes, even high blood pressure because water counteracts gravity and provides gentler resistance.

Kids also have a lot of fun at the Ace Water Spa. They can play around in the floor fountain, waddle in the kiddie pool with water cannons; and float along the Lazy River that flows around the spa pool. There are also water buckets for kids in the heated pools.

Center of Health and Wellness









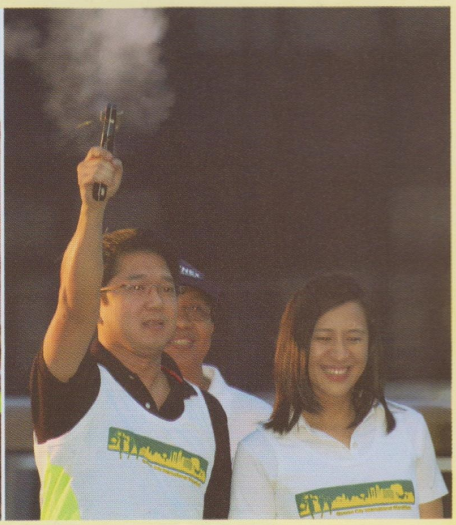
Folks can enjoy up to five hours of massage and other spa services per visit, making Ace Water Spa a good alternative to other first-class spa facilities out there.

The Amoranto Sports Complex is a 5.8-hectare sports complex built in 1966 at the cost of P2-million. Named after Norberto Amoranto, the longest-serving mayor of the city, the sports complex recently underwent significant renovation and modernization of facilities. The facility features a tennis court, a multipurpose gym, a boxing and weightlifting gym, six badminton courts, facilities for martial arts, and a swimming pool, among others. It also maintains a library that has a nice collection of art books and academic books for all educational levels. In 2005, it was the venue for the cycling track events of the 23rd Southeast Asian Games. The stadium holds 15,000 people.

The Celebrity Sports Club, the fitness center located in Capitol Hills, underwent a multi-billion dollar renovation, and now has an Olympic-sized swimming pool, two smaller pools, four indoor tennis courts, a 16-lane bowling center, three indoor badminton courts, an indoor basketball court, a golf clinic, a spa and health center, a beauty salon, an aerobics and dance hall, a professional-level gym, several restaurants, a bar, an Internet cafe, and a grand ballroom. Other notable sports clubs located in Quezon City are the Capitol Hills Golf and Country Club, located in Broadcast City; the Veterans Memorial Golf Club at North Avenue; and the Camp Aguinaldo Golf Club along EDSA.

QUEZON CITY IS INTERNATIONAL MARATHON VENUE





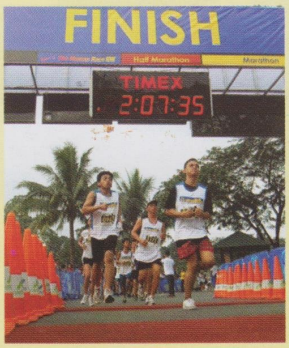
Its large parks and wide, green spaces have made Quezon City the choice as the regular venue of international marathons.

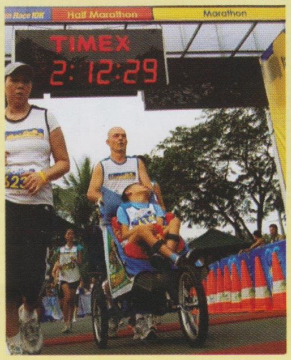
The first international marathon held in the city was in 2010, when more than 6,000 recreational, professional and beginner runners from many parts of the world, outraced each other to the 5-km, 10-km, 21-km and 42-km (full marathon) finish lines. It has been held twice a year since then.

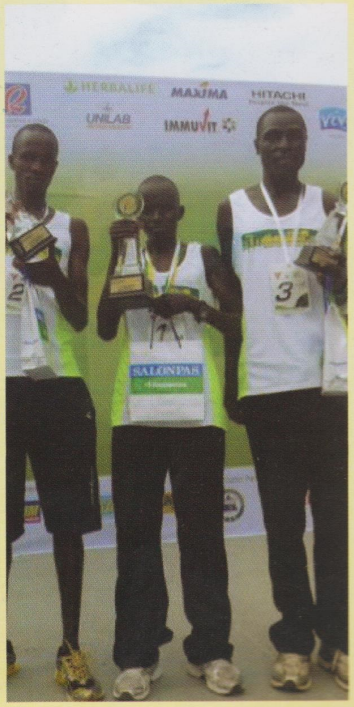
The iconic Quezon Memorial Circle serves as the start and finish lines for the race. Depending on the category, the race routes traverse many other Quezon City landmarks, including the widest highway of the country, Commonwealth Avenue; the largest ecological park in a Metro setting, the La Mesa Eco park; and the pleasant, tree-lined roads of the expansive University of the Philippines campus.

The marathon is organized by the Executive Runners Club of the Philippines (Runnex) which regularly holds a running clinic as part of its commitment to promote running as a lifetime pursuit to attain fitness, health and wellness.

According to organizers, the run through Quezon City's parks and campuses makes for a 40% better air quality than any running route in Metro Manila.





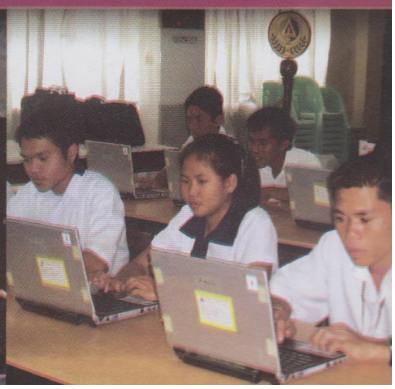




an education center

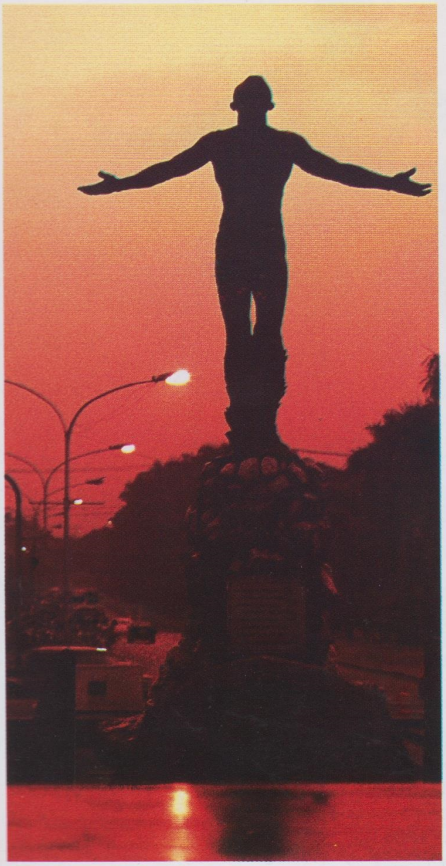






An Education Center

Quezon City is home to some of the leading universities and academic institutions of the country. There are about 81 colleges and 9 universities in the city. The City produces more than 20,000 tertiary-level graduates every year.





Located in the northwestern portion of Diliman is the flagship campus and the administrative seat of the University of the Philippines (UP) system, occupying 4.92 km2 of rolling land. It is also the location of various research facilities like the Philippine Nuclear Research Institute, the Southeast Asian Fisheries Development Center, the National College of Public Administration and Governance and the National Computer Institute.

The University of the Philippines (UP) is the national university of the country. Established in 1908, UP has played a very important role in the social, economic and political development of the nation in the last 100 years. To date, it has produced seven out of 14 presidents, 12 chief justices of the Supreme Court, 30 out of 31 national scientists, and 36 out of 57 national artists. Of the close to 250,000 UP alumni, 15,000 are doctors, 8,000 are lawyers and 23,000 are teachers.

UP is internationally recognized as the leading educational institution in the country, with the distinction of being the only Philippine university in the Association of Pacific Rim Universities (APRU), where membership is based on the nomination and votes of member universities. It is also the only Philippine university in the ASEAN-European University Network (ASEA UNINET), and

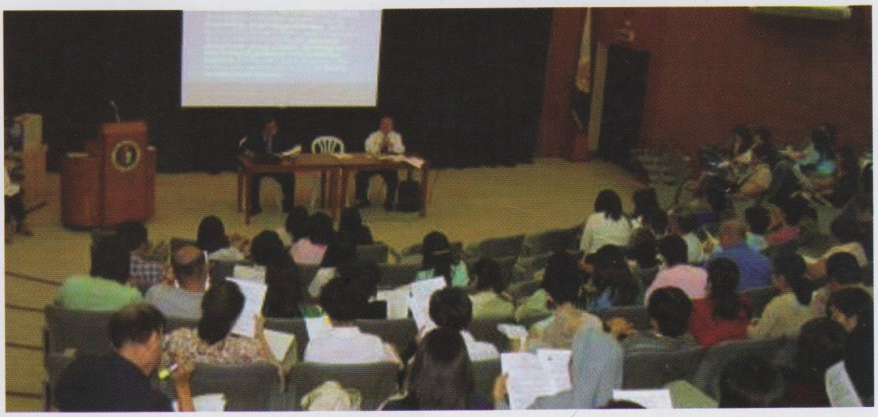
is one of the three Philippine universities to have received institutional recognition in the Ramon Magsaysay Awards.

Also located in Diliman is the 15-hectare campus of the Far Eastern University's Institute of Technology. So are the Quezon City Science High School, as well as the main campus of the Philippine Science High School (PSHS) system where the highest-rated passers, out of the roughly 17,000 students who take the entrance exam, are admitted. Both secondary schools reap awards in various international competitions particularly science and math.

Another internationally recognized university is the Ateneo de Manila University, a private university run by the Society of Jesus in the Philippines. Ateneo's sprawling campus in Loyola Heights hosts the university's college and graduate school units, as well as its high school and grade school. It is one of only two universities in the Philippines to receive Level IV accreditation—the highest possible level—from the Federation of Accrediting Agencies of the Philippines (FAAP) and the Philippine Accrediting Association of Schools, Colleges and Universities (PAASCU).

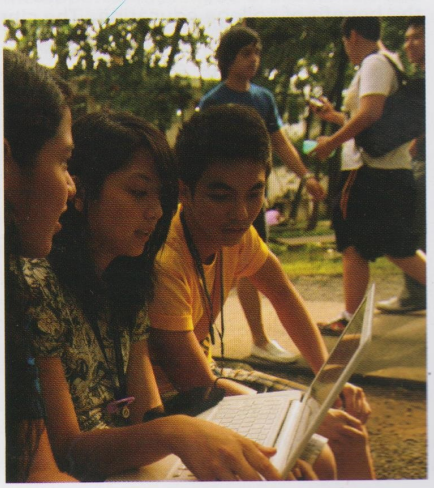
In keeping with its status as the center of medical and health tourism, Quezon City is home to some prominent medical institutions including the Far Eastern University-Nicanor Reyes Memorial Foundation, ranked today as the medical school with the third overall highest passing averages in the country; the University of the East Ramon Magsaysay Memorial Medical Center, which is acknowledged as one of the top medical schools in the Philippines; and the St. Luke's College of Medicine, which is the medical school of the world-class St. Luke's Medical Center.

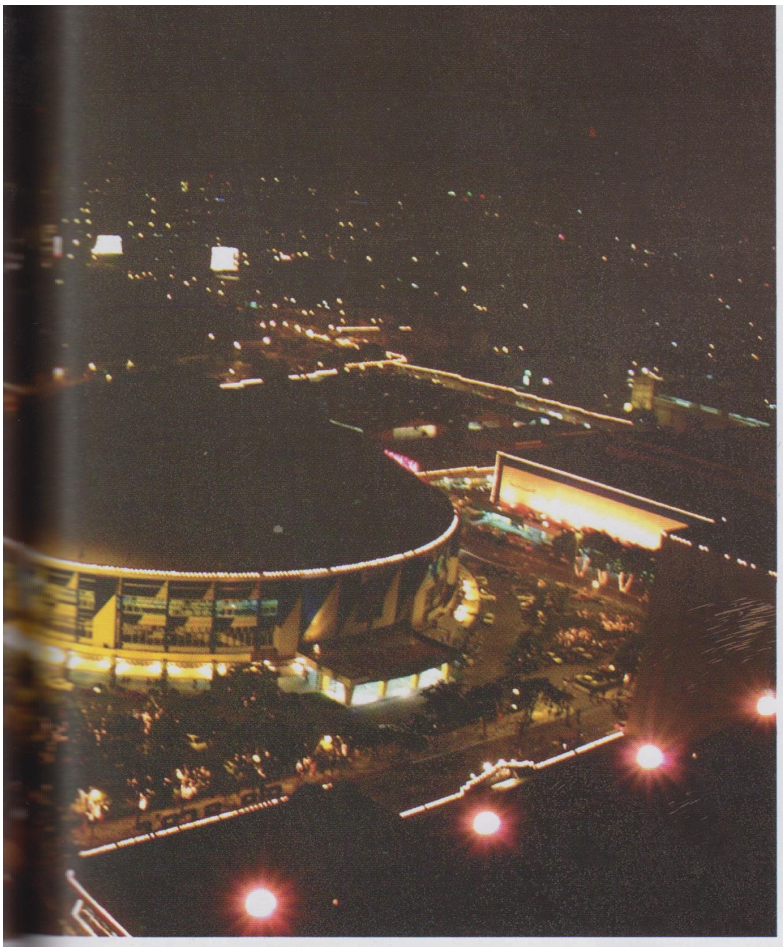




The AMA Computer University, which has its main campus in Quezon City, is reputed to be the first and largest ICT University in Asia, the first Premier Education Partner of Microsoft, and integrates two Oracle Academy courses into its curriculum.

Also in Quezon City are the city government's technology-oriented Quezon City Polytechnic University; Miriam College, with its strong environment curriculum; Stella Maris College; Entrepreneurs School of Asia (formerly Thames International Business School); and new Era University, the country's largest non-Catholic, sectarian school.





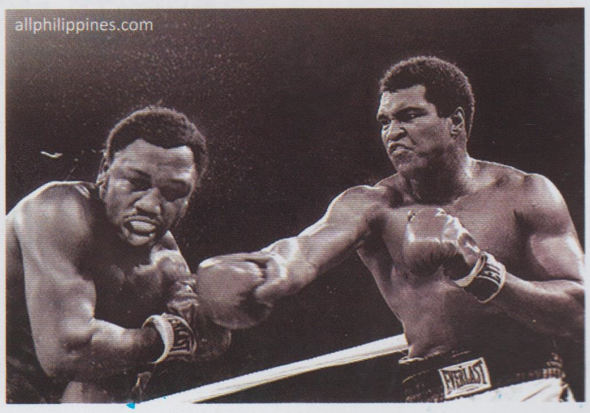


worldwide; APAC Customer Services Inc., with a 2,000-seat call center operation; and Advanced Contact Solutions, which located here its sixth contact center facility in the country.

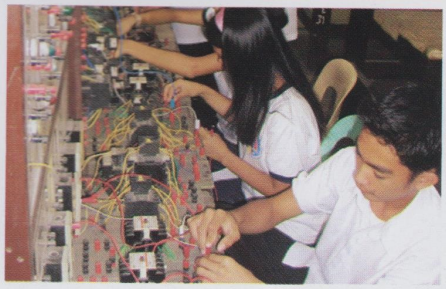
Another information technology park in this area is Gateway Tower, a 32-level mixed-use building with five levels of commercial center, 22 levels of office areas, two levels penthouse and a helipad at the roof deck. The total gross floor area is approximately 75,056 sq. m.

Free wireless fidelity service is offered in areas around the 35-hectare Araneta Center, making it possible for people to use their laptops, PDAs, or Dual-mode phones to access the Internet. This area averages about a million transients a day.

The iconic landmark of this area is the Araneta Coliseum, which sits on almost four hectares of land. When it opened in 1960, it was considered the biggest covered coliseum in the world, and to date, remains one of the biggest in the region. The fight of Filipino ring icon Gabriel "Flash" Elorde was the coliseum's inaugural event. The coliseum is an architectural masterpiece because it does not have columns that obstruct the view of the audience. Over the years, the Araneta Coliseum has continued to provide the Filipino people with the best entertainment at reasonable prices. One of the most memorable events that took place in the coliseum was the "Thrilla in Manila" which was the World Heavyweight Championship Fight between Muhammad Ali and Joe Frazier.

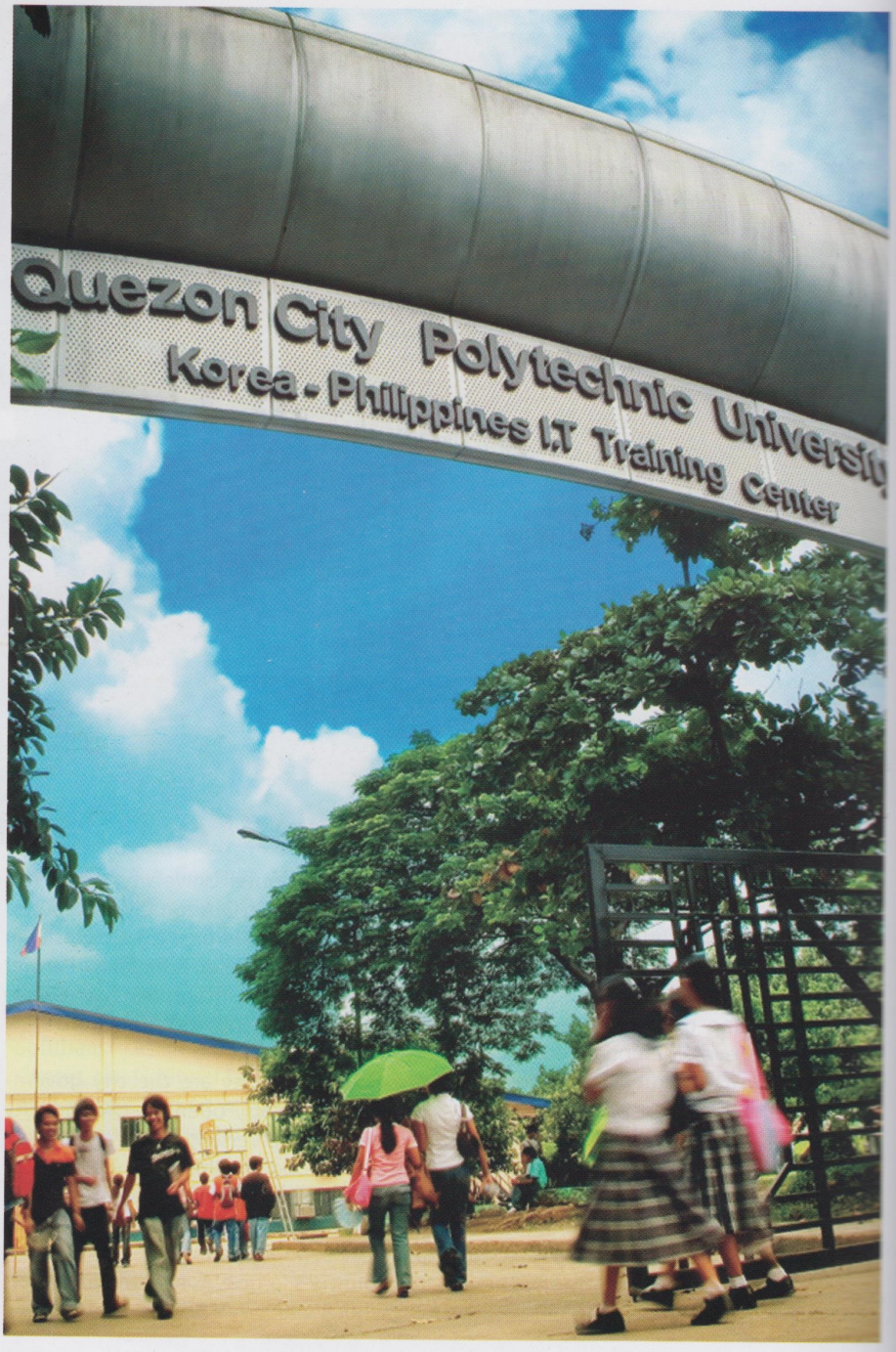


An Education Center



The Quezon City Government manages the Quezon City Polytechnic University (QCPU). To develop skilled human resource assets with the capacity to participate productively in today's technology-driven world, the City government has retooled and upgraded its city-managed tertiary institution into a university specializing in technology-based education. The Quezon City Polytechnic University (QCPU) sprawls over three campuses, with the main school at San Bartolome, Novaliches and satellite at barangays Sto. Cristo and Batasan Hills. The thrust is to locate the university within easy access of poor communities, so that more indigent but qualified Quezon City residents can gain the benefit of college education. The city government also provides scholarships to qualified residents, to further put within easy reach the benefits of higher education which is a key to improving their opportunities to gain a better quality of life.

Enrollment for about 7,000 students is a choice of three degree courses: Information Technology, Industrial Engineering, and Entrepreneurial Management. The direction of education is to help turn the students into more capable entrepreneurs of technology-based businesses, ably contributing to the ICT character of the city and the modernization of its manufacturing base.

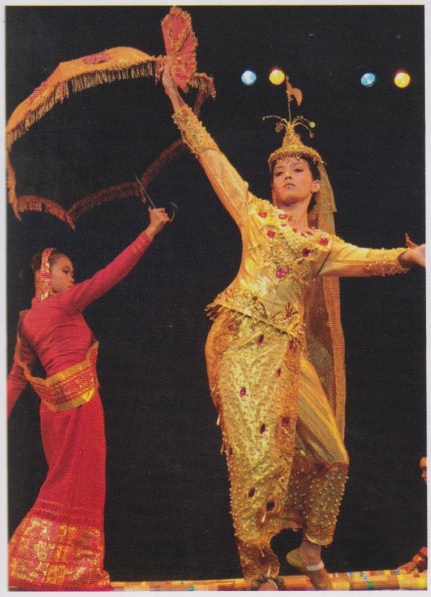


The QC Performing Arts Development Program

In 1994, the Quezon City government and three of the country's renowned dance professionals joined forces to create a program that will encourage artistically gifted children from the city's marginalized sectors to be involved in the performing arts. Thus the Quezon City Performing Arts Development (QCPAD) Program was born.

Led by co-founders Tony Fabella, Luther Perez, and Eddie Elajar, the program successfully carried out its mandate but later on experienced setbacks due to insufficient funds.

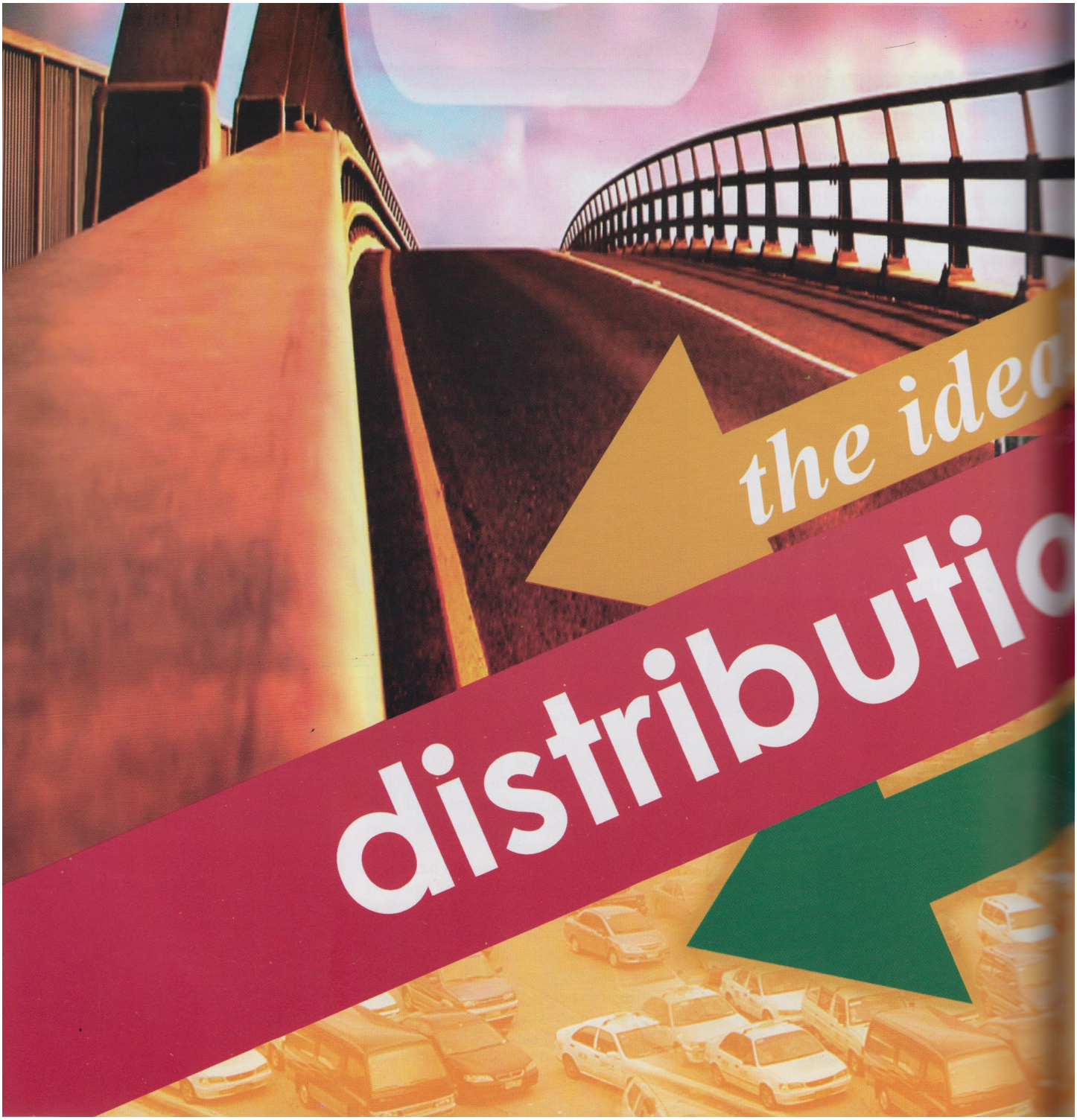
In 2001, with the active support and patronage of now Vice Mayor Josefina G. Belmonte, the Quezon City Performing Arts group flourished, with children in poor communities gaining the presence as well as the skills to perform before a global audience. The QCPAD Foundation was established to obtain funding support from generous benefactors from both public and private sectors. Now, with the foundation's support, the program has not only been able to provide free performing arts training to underprivileged children but also allowance and free uniforms.





Since its inception, the program has taken in more than 400 scholars. The children attest that joining the performing arts development program has instilled pride, self-worth and discipline in them. They would always look forward to training so they can further improve their craft, be it Philippine folk dance, ballet or modern (hiphop) dance. They are also grateful for the opportunities made available to them by the program, including the chance to perform live in various parts of the country and in other countries like Thailand and Hong Kong.

The program also helps scholars who finish the course to find a job related to the performing arts. In fact, many former scholars are now mentors and entertainers in different parts of the country and the Asia-Pacific region, while others chose to remain in the program as teachers as their way of giving back to the institution, and because they want impart their knowledge and experience to the new group of aspiring performers.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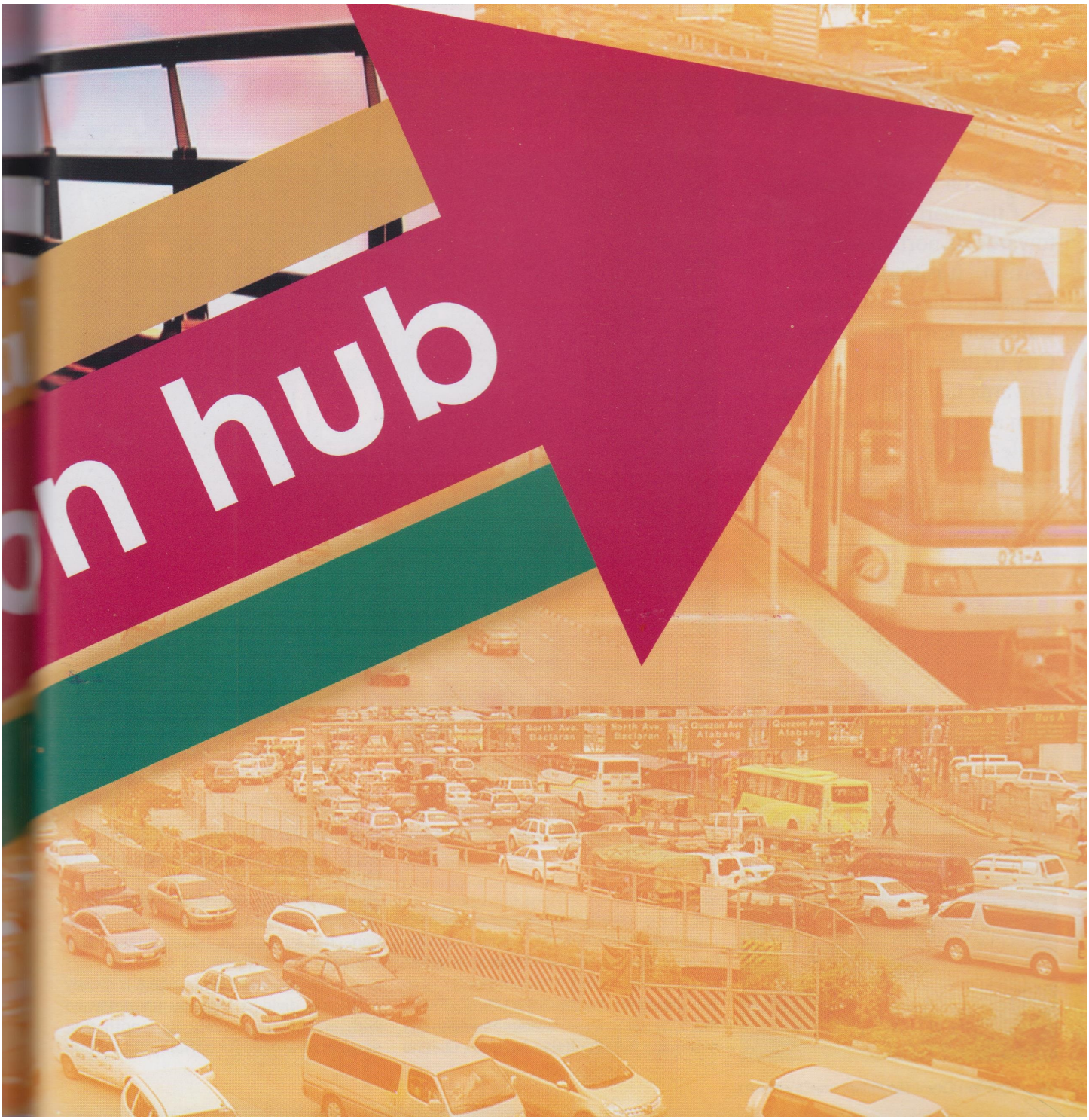

n hub
North Ave. Baclaran
North Ave. Baclaran
Quezon Ave Alabang
Quezon Ave Alabang
Provincial Bus
Bus B
Bus A

Ideal Distribution Hub

Quezon City is located at the heart of Metro Manila, towards its northeastern portion. It is bordered by Manila to the southwest, by Caloocan City and Valenzuela City to the west and northwest. Towards the south, lies San Juan and Mandaluyong City, while Marikina City and Pasig City borders Quezon City to the southeast. Towards the north, across Marilao River, lies San Jose del Monte City in the province of Bulacan, and towards the east, lies Rodriguez and San Mateo, both in the province of Rizal.





Quezon City is also the strategic convergence point for the metropolitan road and transportation networks, making the City an ideal distribution hub. It is easily accessible from the major highways, thoroughfares and mass transit systems of Metro Manila.

The city is traversed by several major metropolitan thoroughfares, namely Circumference Road-3 or C-3 (Araneta Avenue), C-4 (most of EDSA), C-5 (Katipunan - Luzon - Republic Avenue), R-6 (Aurora Blvd.), R-7 (Quezon Avenue - Commonwealth Avenue) and R-8 (Bonifacio Avenue - Quirino Highway), which provide numerous linkages of the city to the rest of Metro Manila.

More than 2 million vehicles a day ply EDSA, which is the main circumferential road and highway of Metro Manila in the Philippines. This highway is named in honor of Epifanio de los Santos, a noted Filipino historian. It is an important commuting artery between the northern and southern parts of the metropolitan area. EDSA is mostly a 10-lane divided highway (expressway) with interchanges along its length that eliminate the need for traffic lights, though

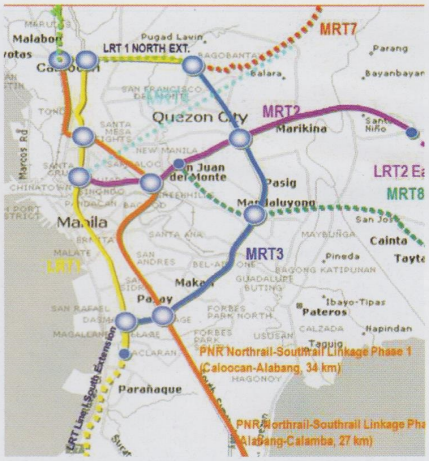
traffic lights exist where there is insufficient space or funds for a complete interchange. Stretching some 24 kilometers, it is one of the longest avenues in the Philippines, and its longest expanse is in Quezon City.

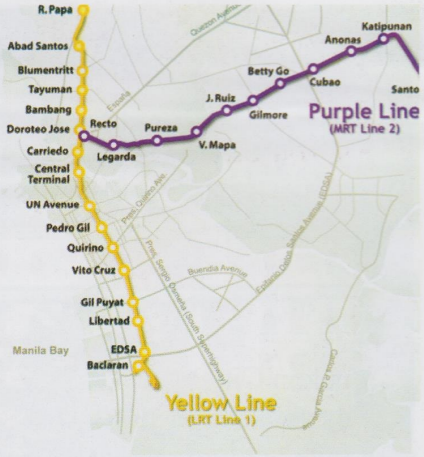
Commonwealth Avenue, formerly called Don Mariano Marcos Avenue, is the widest highway in the country, with a length of 12.4 kilometers and spanning 10 to 18 lanes. It starts from the Quezon Memorial Circle inside the Elliptical Road, and passes through the areas of Philcoa, Tandang Sora, Balara, Batasan Hills, and ends at Mindanao Avenue in the Fairview area.

An important recent development is the development of Segment 8.1 or the NLEX Mindanao Avenue Link, a 2.7-kilometer expressway that provides motorists with additional entry and exit ramps from Quezon City to the North Luzon Expressway (NLEX). This new roadway dramatically speeds up the transport of people and goods via the NLEX and thereby, help further connect the developments of Quezon City to Central and Northern Luzon, enhancing the city's position as an important gateway.

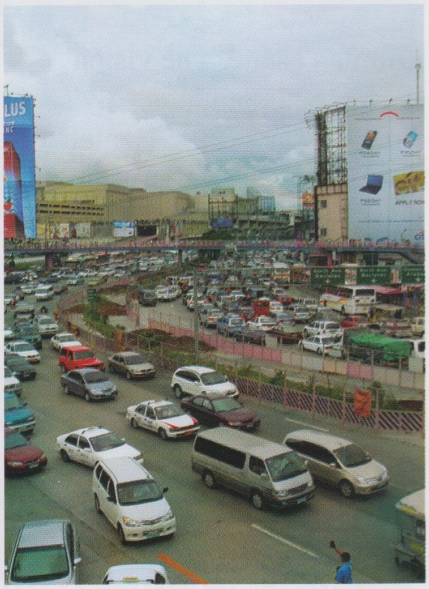
These thoroughfares are supplemented by main and secondary intra-city roads for area-wide mobility and by numerous tertiary roads. Mass rail transportation system nodes are most numerous in Quezon City, compared to other cities of Metro Manila.

The Metro Rail Transit (MRT), Line 3 of the metropolis' railway system, runs along most of EDSA, and connects Quezon City to Manila. The Light Rail Transit (LRT), Line 1, runs from the EDSA - North Avenue intersection in Quezon City to the Monumento roundabout in Caloocan City. The Light Rail Transit (LRT), Line 2 can be seen along the intersection EDSA and the rail line's path, Aurora Boulevard in Quezon









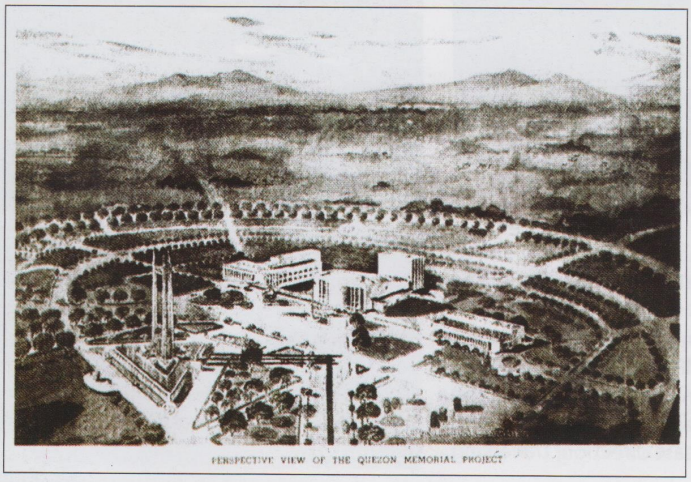
City, producing another convenient link to the other metro cities.

The Manila Red Line or Mass Rapid Transit Line 7 (Red Line/MRT-7) will connect Quezon City to Bulacan. When completed, the line will be 23 km long with 14 stations, and will run in a northeast direction, traversing Quezon City and a part of Caloocan City in Metro Manila before ending at the City of San Jose del Monte in Bulacan province. Passengers will be able to transfer to the Yellow Line and Blue Line through the Metro Manila Integrated Rail Terminal that will link the three lines at North Avenue in Quezon City.

Locus of Government Operations



Quezon City was established in 1939 with the vision to recreate Washington DC on the vast Diliman estate. The vision was drawn up by the City's first masterplanner, Daniel Burnham, who was eventually succeeded by Harry Frost who completed the famous "Frost Plan" with architect Juan Arellano.



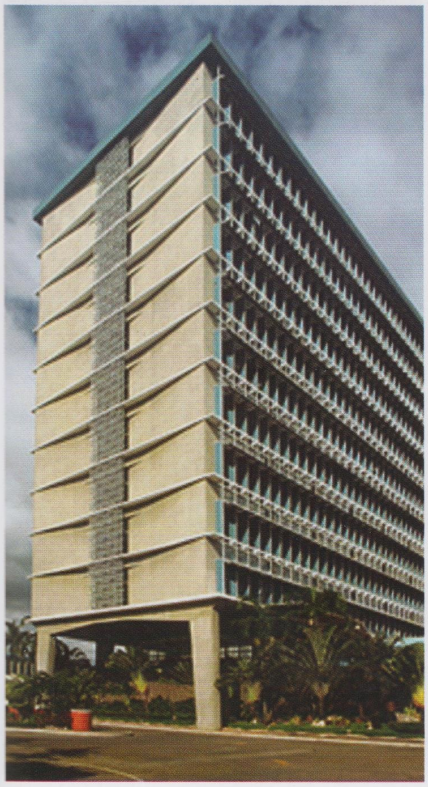
PERSPECTIVE VIEW OF THE QUEZON MEMORIAL PROJECT

When Quezon City became the national capital in 1949, many national government departments began to set up office in the new city. To date, there are about 125 national government offices and 25 government-owned and controlled corporations located in Quezon City.

Many of these agencies are located in Diliman, the center of southern Quezon City, including the City Hall which is one of the highest and most expansive city halls in the country. Some of the national government agencies with head offices in Diliman include the Bureau of Internal Revenue (BIR), the Social Security System (SSS), the National Power Corporation (Napocor), the Philippine Institute of Volcanology and











Seismology (Philvolcs), the Court of Tax Appeals, the National Computer Center, the Office of the Ombudsman, and the Departments of Agriculture (DA), Agrarian Reform (DAR), Interior and Local Government (DILG), and the Environment and National Resources (DENR). The Department of Agriculture and Natural Resources was the first national office building constructed in Quezon City, in 1957.

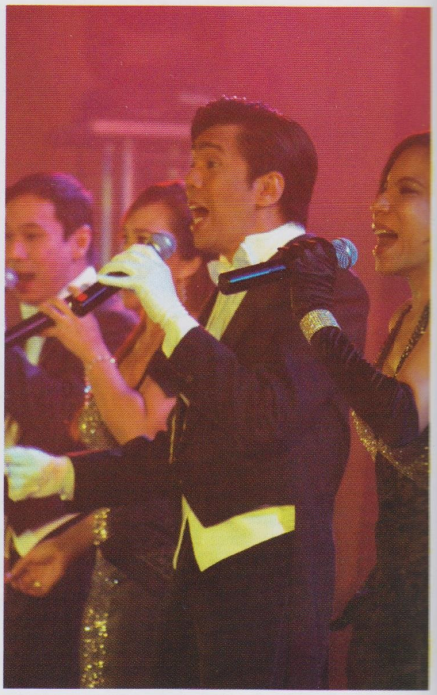
North of Diliman, in the Commonwealth area, lies the House of Representatives, where the country's congressmen hold their legislative sessions. Also located here are the Sandiganbayan, a special court that exercises jurisdiction over criminal and civil cases involving graft and corrupt practices committed by public officials and employees, as well as the Office of the Ombudsman which prosecutes such cases. The main offices of the Civil Service Commission, Commission on Audit (COA), and the Department of Social Welfare and Development (DSWD) are likewise located here.

Quezon City has been known as the center of media operations because of the high concentration of radio and television stations here, including the largest multimedia conglomerates in the country.









It is home base to at least 11 local television networks, including ABS-CBN in Mother Ignacia Street, the GMA Network in Timog corner EDSA, TV5 in San Bartolome, Novaliches, the state-owned NBN in Visayas Avenue, and RPN9 and IBC-13 in Broadcast City Capitol Hills.

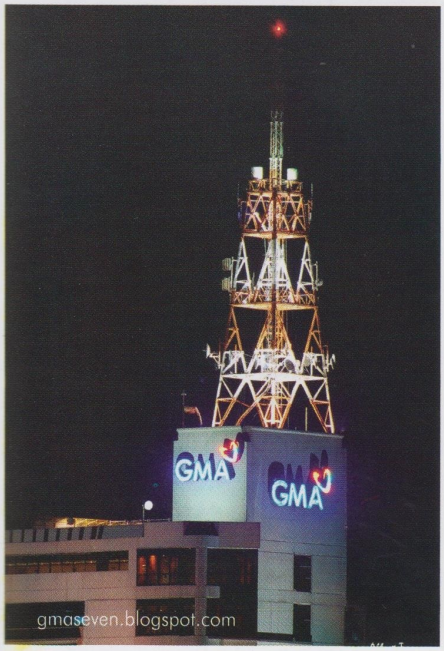
ABS-CBN became the first commercial television broadcast network when it was founded in 1946. Apart from television and radio, the network has also diversified into film (Star Cinema), music recording (Star Records), cable (Sky Cable), publishing (ABS-CBN Publishing), and interactive media (ABS-CBN Interactive). It also broadcasts in other countries particularly in predominantly Filipino enclaves in Saudi Arabia and the United States, through The Filipino Channel (TFC). Like its rival GMA, the network is working on converting its analog service to digital television-terrestrial service (DTT), in line with the worldwide shift toward the use of DTT in broadcasting.

Another formidable media player, GMA Network traces its origins to DZBB which went on air for the first time in 1950. It broadcast the forerunner of today's political satire programs with Kwentong Kutsero, and glued audiences to the amateur radio contest, Tawag ng Tanghalan. When it ventured into broadcasting, GMA initially aired foreign hits like Charlie's Angels, Chips, and Three's Company. The success of these canned shows, as well as the sale of airtime to block-timers, enabled the network to produce its own local programs. In 2000, it became the first and only Filipino news organization to receive the coveted George Peabody Award. Now, having diversified into other media forms, it has subsidiaries including GMA Films, GMA Records, the Kapuso Foundation, New Media Inc. (online

service), and Pinoy TV which broadcasts its shows in different parts of the globe.

TV5 is an emerging contender in the ratings game. After the re-branding and major overhaul given to the former lackluster ABC5 network in 2008, the new and improved TV5 now promises to target the "underserved demographic of 30 and below including those who are young at heart—generallytheprogressivePinoyswho are open to change and are willing to try new things and experiences." TV5 boasts of a fresh roster of stars and a stronger lineup of programs that includes news and current affairs shows, variety shows, telenovelas, dubbed foreign serials, gag shows, cartoons and anime, reality shows and sports.

Also located in Quezon City are six cable TV networks, seven AM radio stations, four FM radio stations, and at least four print media offices.





Theater Education

The Philippine Educational Theater Association (PETA) is an organization founded in 1967 by theater enthusiasts committed to artistic excellence and a people's culture that fosters both personal fulfillment and social transformations. Through the years, PETA has contributed to the evolution of a theater which in language, outlook and spirit is distinctly Filipino and, as founder Cecile Guidote dreamed, a "theater that would reach everyone."

Aware that theater is a powerful tool for social change, PETA has written, translated, adapted, published, and performed over 300 plays that mirror truths, challenge norms and expose social ills. Among its recently produced plays are BOTO (a musical), Ismail at Isabel (about friends who live in an ideal town where Muslims and Christians live in harmony), Noli at Fili: Dekada 2000, and Mga Kwento ni Lola Basyang.

Aside from its theater program, PETA maintains an array of close-knit programs and services. Foremost among them is its training arm, the School of People's Theater, which offers a wide range of courses for amateurs, professionals and hobbyists alike, and has facilitated thousands of workshops here and abroad. The Metropolitan Teen Theater League Program and the Children's Theater Program combine performances with training modules for young people and educators. Just as the latter focuses on children's issues, the Women's Theater Program addresses female problems like reproductive rights and domestic violence.

PETA initially took residence in Dulaang Rajah Solayman, a T-shaped outdoor theater located in the ruins of Fort Santiago in Intramuros, Manila. In 2005, it moved to a new home, the PETA Theater Center in New Manila, Quezon City.

Environment Advocate

Reducing the City's Carbon Footprint

Quezon City is working to attain international benchmarks for ecologically compliant cities. The World Bank included the city in the eco2 Cities (Ecological Cities as Economic Cities) Initiative, which promotes an environmentally conscious approach to development.





Our city is actively promoting programs that engage citizen participation in reducing greenhouse gas emissions, reducing waste that ends up in our landfill, and adopting various other programs that mitigate adverse impacts of climate change.

Quezon City has been regarded by the Philippines as the first Urban Center to comply with the country's Republic Act 9003, otherwise known as the Ecological Solid Waste Management Act of 2000. This law requires all local government units to implement the law on solid waste management, including compliance with the mandated 50% waste reduction target. The city government has put in place a system that institutionalizes ecological solid waste management projects and waste diversion activities at various levels, from citywide, to community, to small stakeholder groups. It is operationalizing programs to install biodigesters in all markets, rain water catchment facilities in new schools and other public buildings, and energy-saving light installations in public facilities especially streetlights.

We have been sharing our experiences with our successful programs with other cities of the world, so that we may gain other lessons as well to enhance our initiatives. The city has also participated actively in Eco2 seminars in Singapore, Washington, Geneva, and recently, in January 2011, at the Climate Summit for the Financing of Sustainable Infrastructure for C40 cities in Basel, Switzerland.

In February 2011, the Quezon City Government was chosen as presentor in the Intersessional Conference on Building Partnerships for Moving towards Zero Waste organized by the Ministry of Environment of Japan and the United Nations Center for Regional Development (UNCRD), where it presented before a global audience, its clean development mechanism based on biogas emission reduction from a landfill.

At the 2011 Resilient Cities Forum in Bonn, Germany during the 2nd World Congress on Cities and Adaptation to Climate Change, our city was chosen as one of the pilot cities that shall test the local moni-

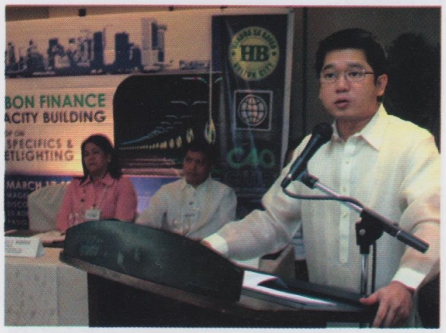
toring tool, Hyogo Framework for Action (HFA), developed by the United Nations International Strategy for Disaster Risk Reduction (UNISDR). The HFA is a 10-year plan to make the world safer from natural hazards. It was adopted by 168 Member States of the United Nations in 2005 at the World Disaster Reduction Conference, which took place just a few weeks after the Indian Ocean tsunami.

Quezon City is also a signatory to the Global Cities Covenant on Climate Change (or the Mexico City Pact), which has the Carbonn Cities Climate Registry as its reporting mechanism. The local government's Environmental Protection and Waste Management Department (EPWMD) works in close coordination with ICLEI Southeast Asia in establishing the city's Greenhouse Gas Inventory, using global standards for accounting and reporting greenhouse gas emissions. ICLEI - Local Governments for Sustainability is an association of over 1,220 local governments who are committed to sustainable development.

In the Philippines, Quezon City is a pioneer implementor of the Green Building Ordinance, which mandates the use of eco-friendly technology and system in the planning, design, construction, operation, and maintenance including the retrofitting of building projects to strictly adhere to energy efficiency, cost effectiveness thereby mitigating adverse impacts on environmental degradation. The ordinance provides incentives in the form of tax credits to the property owners, developers and planners who incorporate, implement, install, and actually use environment friendly technologies that promote a strong biodiversity, improve the state of health of the population and abate the continuing destruction of our ecosystem, ground water and air quality.



Moreover, the city government has organized the Carbon Finance Capacity Building Workshop, in coordination with the World Bank, to develop deeper local knowledge about the use of carbon finance for the development of feasible climate-change projects. This is a component of the three-year capacity-building project of the World Bank to encourage the use of carbon finance to reduce greenhouse gas emissions of cities of developing countries.



Complementary to the above initiatives was the selection of Quezon City by the World Bank's Energy Efficient Cities Initiative as the site in the Philippines, for the field testing of the Rapid Assessment Framework (RAF) project, under the ESMAP. This project trains City building officials on the use of this assessment tool which helps cities quickly assess their energy efficiency performance, identify underperforming sectors, and define measures the city can take to make improvements. The RAF allows cities all over the world to compare their respective energy efficiency profiles with other cities, and thus, be able to concentrate their efforts on specific areas which need improvement

Living in Quezon City

Quezon City offers a wide range of residential choices from the very affordable, socialized housing communities, to comfortable middle-income residential enclaves, to posh, upscale subdivisions. The types of homes are just as diverse – from single-detached units, to mansions, to mid-rise housing units to high-rise condominiums.





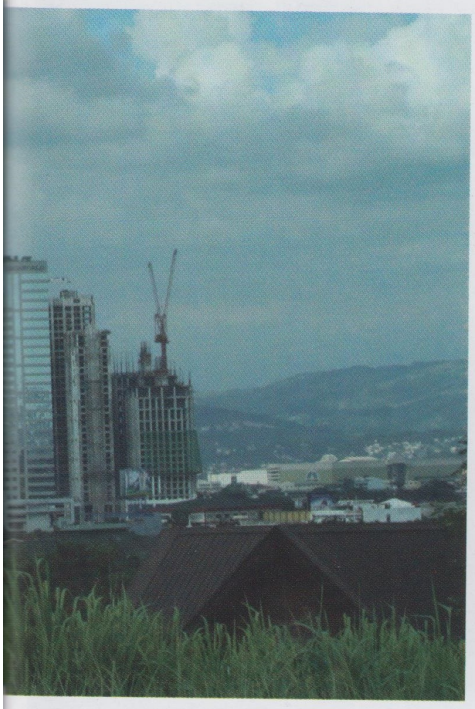
Residential areas in the South and West Triangles arose when housing pressures from a growing population resulted in the reduction of the area originally assigned to the Quezon Memorial Park, which were assigned to housing by the Philippine Housing and Homesite Corporation (PHHC) under President Elpidio Quirino in 1951.

Now, this Timog area has become highly commercialized, but with a mix of sprawling residential units and condominiums living in close proximity to long rows of restaurants and entertainment centers. The place also has a scatter of physical fitness centers, spas and innovative therapeutic facilities.

Because of the local government's concern about climate change, the development strategy is towards the development of highly pedestrianized environments, to reduce the city's overall carbon footprint. Thus, the trend in the city now is towards residential areas integrated with the basics and desirable amenities of daily living and with office/work environments. Examples of these include:

- Eastwood City is a "city within a city," which supports a digital lifestyle. A resident can conveniently do banking, order food from restaurants, order products from other stores in this community, connect with others within and outside the cyberneighborhood, and transact business without having to leave the confines of his residential unit.

- Araneta Center is a highly transit-oriented mixed-use community, with high-rise residential areas now more interspersed in the densely commercial areas.





Eton Centris is an emerging mixed-use complex in the corner of EDSA and Quezon Avenue. It epitomizes the vibrant live-work-shop-play concept and supports green architecture and sustainable lifestyle practices. Already, the masterplanned complex is dotted with several leisure and retail establishments, plus a mini playground with a carousel. The planned three-tower Ascent is poised to become the first transit-oriented luxury condominium in the new Quezon City central business district.

Traversing Katipunan Avenue to the Ortigas areas will bring you to neighborhoods of campuses, offices of nongovernment organizations, purveyors of lifestyle amenities, restaurants, places of worship, and various commercial establishments. Housing is a mix of compact bungalows, sprawling homes, townhouses, condominiums and dormitories (mostly catering to students and teachers).







Teacher's Village and UP Village are so-called because they are subdivisions so close to schools and universities. The commercial establishment-rimmed Katipunan Avenue also provides links to the gated subdivisions of the well-to-do, where land parcels provide for more spacious homes and higher levels of privacy, such as La Vista, White Plains, Green Meadows, and Corinthian Gardens. These have convenient access to the Ortigas Centre, locating residents within easy reach of offices, commercial stores, restaurants, banks, shopping malls, and more schools and churches.

Creating safer and better organized communities for the poor

President Quezon's social justice program sought to "give every Filipino the opportunity to acquire through toil his necessities in food, clothing, and shelter, together with reasonable comforts, and a leisure which will permit cultural improvement and a participation in the blessings of an enlightened civilization."

Consistent with this program, his vision for Quezon City was a "paradise for working men," a genuine "barrio obrero" with well-furnished dwellings, safe environs, and playgrounds for children.

The People's Homesite and Housing Corporation played a major role in the development of Quezon City. It was responsible for the development of various housing projects; Project 1 (Roxas), Project 2 (Quirino A), Project 3 (Quirino B), Project 4, Project 6, Project 7, Project 8 aside from Project 5, which is Kamias.

Out of the original concept of barrios eventually emerged fast-growing districts like La Loma, Balintawak, Novaliches, Cubao, Murphy, Kamuning, Diliman, New Manila, Sta. Mesa Heights, Galas and San Francisco del Monte, aside from the Philam compound.





Consistent with Quezon's vision, Mayor Bautista's program is to resettle Quezon City's poor in well-planned socialized housing communities that provide not only housing units, but basic social amenities, such as health centers, daycare, a public elementary school and a multipurpose/livelihood center. This is the City's way of contributing to the achievement of the Millennium Development Goals (MDG). Mayor Bautista believes that providing the basics of quality living to the poor, will ensure better access to literacy, good health and equal gender access to productive opportunities, so that they gain the capacity to



be more valuable participants and contributors to development.

These low-cost communities are also located in safe areas, as a disaster mitigation measure. The city government recognizes the higher vulnerability of the poor to disaster-risk, given their propensity to live in or near waterways, along sidewalks, under transmission lines or over water pipelines.

A major housing development is at the periphery of Quezon City in Brgy. Kaligayahan, Novaliches. In 2011, the City government inked a memorandum of agreement for the purchase of 40 hectares of land to be developed as a socialized housing project that can accommodate more than 1,500 two-storey loftable row houses. To be named "Bistek City", the project will include important amenities such as a health center, a multipurpose hall and a basketball court. Targeted beneficiaries are the informal settlers who are living in the so-called danger zones including embankments of waterways, on sidewalks and roadways, under transmission lines and along water pipelines.

Another housing project that will soon rise is in the Oviedo Property in Payatas, near the Justice Cecilia Munoz Palma High School. For the housing developments, partnerships are forged by the city government with the private sector and with other government institutions, to generate resources needed for housing construction and to acquire finance mechanism for the beneficiaries.

Shelter needs of the City are also addressed through community mortgage projects



(CMP), of which Quezon City earned the distinction of having surpassed all other local governments in the number of CMP projects initiated. The dwelling units in these communities are often accomplished with the help of partner organizations like Gawad Kalinga and Habitat for Humanity.

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Administrator

Ms. Faye Suralta
Admin Officer

EASTWOOD CITY
Megaworld Corporation
Ms. Tinay Magtira
Asst. Communications Manager

Ms. Andrea Padla
Marketing Associate

Richmond Hotel Eastwood
Ms. Anna Diosa
Marketing Communications Manager

ETON CENTRIS
Eton Properties Philippines

Ms. Louie de Lara-Caridad
AVP-Property Management

Ms. Carol Ann Batalla
Marketing Officer – Commercial Centers

LA MESA ECO PARK
Mr. Dave Pardo
Program Director, Bantay Kalikasan

Mr. Randy Castro
Events & Functions

LITTLE ASIA
Mr. Charlemagne Lim

SM CUBAO
SM Group
Mr. Arthur F. Valenzuela, Jr.
Asst. Vice-President for Operations

Ms. Arlene A. Castro
Publicity Manager

SM NORTH EDSA
SM Group
Ms. Renee Bacani
Regional Operations Manager

ST. LUKES MEDICAL CENTER
Ms. Marilen Lagniton
Vice President, Customer Affairs Div.

Mr. Ramon Portes
Department Manager, Customer Affairs Div.

TRINOMA
Ayala Land Inc.
Ms. Gigi Custodio
Marketing Manager

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Mr. Ram Edward Tardaguela
Property Manager, Commercial Business Group

BARANGAY MARIANA
Mr. Vic Lorza
Barangay Captain

LA LOMA, BARANGAY PAANG BUNDOK
Mr. William Chua
Barangay Captain

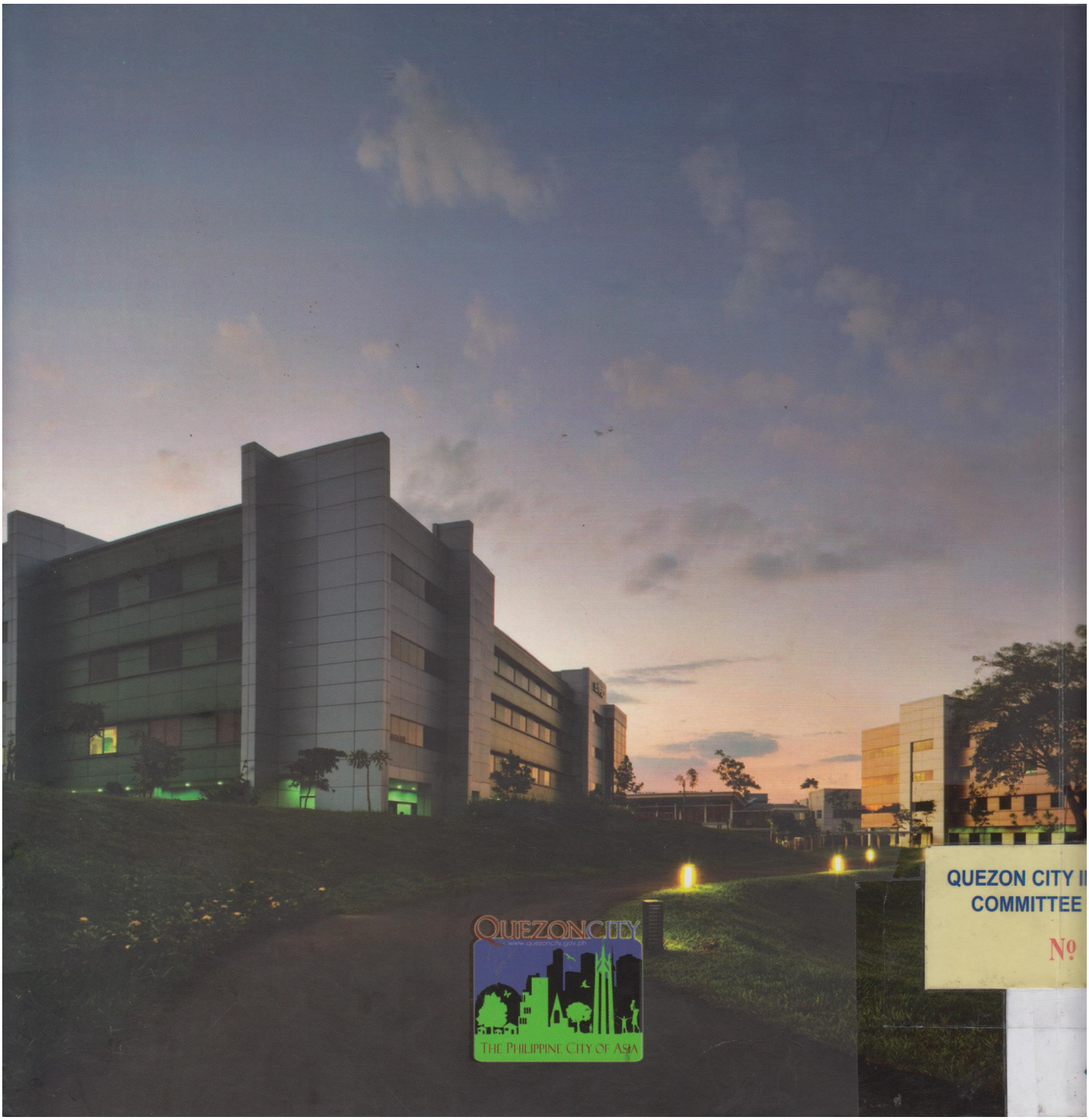
DEPARTMENT OF PUBLIC ORDER AND SAFETY
Gen Elmo San Diego
Head

Ms. Corazon Medes

QUEZON MEMORIAL CIRCLE
Sec. to the Mayor Tadeo M. Palma
Administrator

City Parks head Zaldy dela Rosa
Asst. Administrator

PAYATAS OPERATIONS GROUP
Col. Jameel Jaymalin
Head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COMMITTEE
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