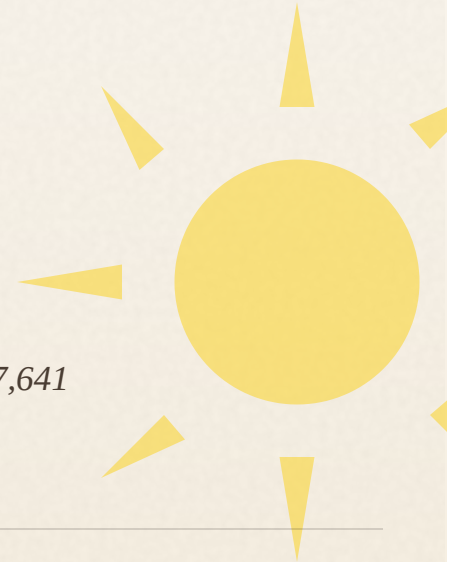


Mabuhay! ✨

Discover the Heart of the *Philippines*

A journey through Filipino culture, faith, food, and the unshakable pride of 7,641 islands and the people who call them home.




AN EDITORIAL

PAGES

SPIRIT

Cultural Guide

Eight Chapters

Mabuhay 

Filipino Childhood Memories: *Jollibee*

For many Filipinos, childhood memories are filled with birthday parties, sweet-style spaghetti, Chickenjoy, and family gatherings at Jollibee. More than just fast food — it became part of the Filipino identity itself.

01

Jollibee started as an ice cream parlor before becoming a fast-food giant.

02

Filipinos love sweet-style spaghetti — a signature Jollibee favorite.

03

The mascot Jollibee symbolizes joy, optimism, and Filipino hospitality.

04

Jollibee branches span the globe, serving overseas Filipinos and curious tourists alike.

The *Quiapo* Church

The Minor Basilica and National Shrine of Jesus Nazareno — known by locals as the Quiapo Church or Novena Church — reflects the deep Catholic faith woven into the Filipino way of life.

Why Catholic Faith Is Important to Filipinos

- 01** Faith is closely tied to family, hope, and resilience — passed down through generations as a way of seeing the world.
- 02** Many Filipinos attend church weekly and joyfully celebrate religious festivals as community events.
- 03** Devotion brings communities together, especially in times of hardship — neighbors becoming family.
- 04** Traditions like Simbang Gabi and town fiestas are some of the most beloved cultural experiences in the country.

— DID YOU KNOW

The Black Nazarene procession draws millions of devotees through the streets of Manila each January.

It is one of the largest displays of Catholic devotion in the world, and a cornerstone of the Filipino spiritual calendar.

Filipino *Feast* Culture

Filipino gatherings are never complete without food. Every celebration revolves around the joyful act of sharing meals — with family, friends, neighbors, and anyone who walks through the door.



Lechon — *roasted pig*

The star of the feast. The pride of the table.

Fact 01

Commonly served at birthdays, weddings, and town fiestas.

Fact 02

Cebu-style lechon is famous worldwide for flavorful herbs and crackling skin.

Fact 03

Sharing lechon symbolizes abundance and celebration.



Lumpiang *Shanghai*

Crispy spring rolls beloved by children and grandparents alike.

Fact 01

One of the most requested dishes at every Filipino party.

Fact 02

Inspired by Chinese spring rolls but adapted to Filipino taste.

Fact 03

Often paired with sweet chili sauce or banana ketchup.



Filipino *Fiesta* Culture

Celebrations of saints, community pride, and togetherness.

Fact 01

Entire towns dress streets in colorful banners and lights.

Fact 02

Families open their homes to visitors during fiesta season.

Fact 03

Music, dancing, and food are always at the center of the celebration.

Filipino Love for *Pageantry*

Beauty pageants are a major part of Filipino culture because they celebrate confidence, talent, perseverance, and national pride — sending Filipinas onto the world stage with grace.

MISS UNIVERSE 1969

Gloria
Diaz

MISS UNIVERSE 1973

Margarita
Moran

MISS UNIVERSE 2015

Pia
Wurtzbach

These women inspired generations of Filipinos through grace, intelligence, and perseverance.

Manny *Pacquiao*

One of the greatest boxers in history. A man who rose from poverty to become a global sports icon — and a symbol of what Filipino determination can achieve.

The Fun Facts

- ✦ The only boxer to win world titles in eight weight divisions.

- ✦ Served as a senator in the Philippines.

- ✦ Known for helping communities and supporting charities.

Why Filipinos Admire Him

- ✦ He represents determination and resilience.

- ✦ He inspires Filipinos to dream big despite hardship.

- ✦ His success brought pride to the country on the world stage.

Lea *Salonga*

A world-renowned Filipina singer and actress, best known for her transcendent Broadway and Disney performances. The voice that opened doors for Filipino artists everywhere.

The Fun Facts

- ◆ The singing voice of Disney's Jasmine and Mulan.

- ◆ Won a Tony Award for Miss Saigon.

- ◆ One of Asia's most respected international performers.

Why Filipinos Admire Her

- ◆ She showcased Filipino talent to the world.

- ◆ She represents excellence, discipline, and humility.

- ◆ She inspires young artists across generations.

The *Barong* Tagalog

The traditional formal attire of Filipino men — a garment that carries history, dignity, and quiet elegance in every embroidered thread.

A Brief History

The Barong dates back to the Spanish colonial era and evolved into a symbol of Filipino identity, dignity, and elegance — worn proudly at weddings, state functions, and the most important moments of life.

- i.** Traditional Barongs are woven from delicate fibers like piña — the silk of the pineapple plant.

- ii.** It is always worn untucked — a quiet refusal of Western convention.

- iii.** Presidents and government officials wear Barongs at the country's most important events.

- iv.** Modern Barongs blend traditional embroidery with contemporary fashion, keeping the heritage alive.

The *Filipino* Spirit



Warm Hospitality



Strong Family Ties



Faith & Resilience



Love for Celebration



Cultural Pride

“ *More than the beaches and the food, it is the Filipino people that make the Philippines unforgettable.* ”