

Who should you thank today?

By MITCH M. ARCEO

When was the last time you said "thank you?"

People used to give flowers, gifts and chocolates to express gratitude. Today, however, people are becoming less appreciative and don't even bother to say simply — "thank you."

In 2006, Readers Digest conducted a survey to check which city in the world was the most polite and least courteous. Shame on us! The results showed that Manila is one of the least courteous cities in the world.

"Filipinos used to have a reputation of being hospitable. But the results of that study by Readers Digest is very alarming. This prompted Toblerone and the City Government of Manila to launch the 'National Thank You Day,'" said Jondy Syjuco, marketing manager of Toblerone.

Manila Mayor Alfredo Lim and Vice Mayor Isko Moreno took the first step by signing a city ordinance at the Manila City Hall, declaring Oct. 20 as "National Thank You Day."

This makes Manila the first city to declare a "Thank You" day in the country.

"Everyday, we are presented with situations that allow us to show common courtesy and appreciation for others. Toblerone has been a universal token of gratitude around the world and has been witness to these moments. We are happy to be Mayor Lim's partner in his efforts to bring back the sense of gratitude in Manila," said Jondy.

In line with their campaign, Toblerone will host a series of activities on Oct. 20 such as a rock concert featuring the country's top bands will be held at the Mall of Asia.

Retail outlets such as Rudy Project, Time Depot, Royal Elastics, Fully Booked, Coffee Bean &

Tea Leaf, Flower Express, All Flip-Flops, David & Goliath, and T-box are supporting the Thank You campaign.

On the National Thank You Day, mallers get discounts on selected items in participating stores.

"Toblerone has played a role in making people feel that kindness is valued. We are delighted that we were able to set an example for private enterprises in amplifying the importance of expressing gratitude in the country," expressed Jondy.

Toblerone brought together local bands and artists such as True Faith, Stonefree, Salindiwa, Reggae Mistress, Mozzie and Cynthia Alexander and produced a compilation of songs composed specifically for Toblerone's campaign.

True Faith experienced a lot of tribulations and setbacks over the years but they were able to survive all of it. So now, after more than a decade, they plan to give back by providing good music.

"Writing a song for our supporters is probably the best way to repay them. We are very happy to be part of Toblerone's campaign," related Meadow Marfil, lead vocals of True Faith.

Members of the Reggae Mistress Band, on the other hand, say that they are thankful to Bob Marley, their inspiration. Marley's influence is very evident in the song "Let's Get Together," which they composed for Toblerone.

Stonefree has endeared themselves to the college crowd with their pop-rock-alternative music.

"We've chosen Stonefree because we noticed



TRUE FAITH with Toblerone marketing manager Jondy Syjuco.

that many college students are grateful to Stonefree for keeping them awake during overnight study sessions. Their music encouraging and it keeps them going," noted Jondy.

Salindiwa, an indie band, is slowly making waves in the music scene. They are now the inspiration of aspiring bands formed in UP.

Their songs can be downloaded for free from the website (www.thankyoudayphilippines.com).

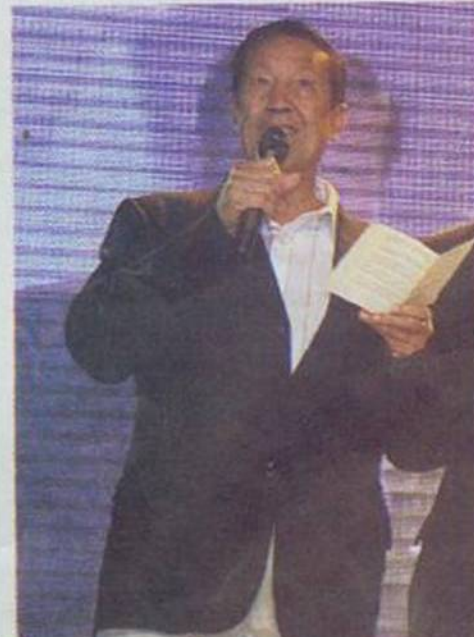
"No need to worry about violating the copyright law because the bands gave their full consent and it is actually their way of saying their gratitude to Filipinos. We just hope that our efforts are enough to disprove the survey conducted by Readers Digest," Jondy disclosed.



SALINDIWA



TOBLERONE BRAND MANAGER GERALD BLANCO, Toblerone marketing manager Jondy Syjuco.



JUSTICE RODOLFO PALATAO, representative of Mayor Lim.