



Teresita "Mama Sita" Reyes  
*Kababayan, Ina at Kusinera.*



**ESKWELA EDITION  
OPEN TO ALL COLLEGE STUDENTS  
THEME: REGIONAL FOOD HERITAGE**

**Official Rules and Complete Mechanics**

**"NO PURCHASE, USE, NOR MENTION OF MAMA SITA'S PRODUCTS IS NECESSARY TO ENTER THE CONTEST. ANY PURCHASE, USE, OR MENTION OF MAMA SITA PRODUCTS WILL NOT INCREASE YOUR CHANCES OF WINNING."**

**THE DEADLINE FOR THE SUBMISSION OF ENTRIES IS ON JANUARY 19, 2021.**

**1. RATIONALE**

*MGA KUWENTONG PAGKAIN (MKP):* ESKWELA EDITION is a project of the Mama Sita Foundation (MSF) as a way to preserve and promote our Philippine culinary heritage, echoing the mission of Teresita "Mama Sita" Reyes' advocacy throughout her life. In celebration of the continued success of previous *Mga Kuwentong Pagkain* contests, this contest will focus on the food stories of college students.

**2. OBJECTIVES**

The contest aims to:

1. Gather regional food heritage stories and recipes from Luzon, Visayas, and Mindanao featuring heirloom food (local food sources and ingredients; dishes passed on through generations) and culinary traditions (old cooking methods, food norms, rituals, food beliefs, local food etiquette, etc.) by tapping local communities, schools, and universities.
2. Increase awareness of the public on Philippine heirloom food and culinary traditions by publishing selected entries on different print and social media

channels and showcasing these stories in different Mama Sita Foundation initiatives.

3. Preserve these food stories and recipes by printing selected entries in a book format and publishing all the entries online, creating an heirloom food story bank which the public can access.

### 3. ELIGIBILITY

- A. All interested Filipino students/exchange students currently enrolled in a tertiary Philippine educational institution are eligible to participate.
  - i. Only undergraduate students can participate, no post-graduate students.
  - ii. Undergraduate students who are currently on a semestral break or leave of absence can still submit entries.
- B. PURCHASE, USE, OR MENTION OF ANY MAMA SITA'S PRODUCTS **IS NOT NECESSARY TO ENTER THE CONTEST. IT WILL NOT INCREASE A CONTESTANT'S CHANCES OF WINNING.**
- C. Non-eligible:
  - i. Employees of Marigold Manufacturing Corporation and volunteers of the Mama Sita Foundation;
  - ii. Affiliates and subsidiaries of Marigold Manufacturing Corporation and of the Mama Sita Foundation;
  - iii. Immediate family of employees (spouse, parent, child, sibling, and their respective spouses, regardless of where they live); and/or
  - iv. Persons living in the same household of above mentioned.

### 4. TERM/DURATION PERIOD

- a. The contest duration is from **DECEMBER 15, 2020 to FEBRUARY 27, 2021. Thus, all entries must be submitted on or before JANUARY 19, 2021, at 11:59 PM.**
- b. In addition, it must be noted that all entries become the property of Mama Sita Foundation and may be displayed, exhibited, and used by the Foundation without compensating and/or notifying the owner/author.

## 5. HOW TO JOIN

### WRITING THE ENTRY

- a. Entries must tell a true story on a particular regional or provincial food heritage—heirloom food or culinary traditions of their hometown.
- b. Entries must answer any or all of the following
  - i. What is the dish called?
  - ii. Where did it originate and how?
  - iii. What is the culinary tradition about or how is it prepared?
  - iv. Why is it practiced? What is it for?
- c. Entries are encouraged to be accompanied by at least one (1) of following visuals/references:
  - i. Original Photo
  - ii. Original Drawing/Painting/Diagram
  - iii. Original Video
    1. Video entries should be accompanied by a transcript.
    2. The video must not be more than 3 minutes long in landscape orientation.
    3. Original illustrations, photos, and video clips are highly encouraged.
    4. Ensure that text graphics are legible when the video is rendered to its final format.
    5. Please follow the suggested filename format upon submission:  
**Surname\_<CATEGORY>\_<FOOD>\_<DATE OF SUBMISSION>\_Students2020**  
**Ex. Cruz\_Mechado\_12252020\_Students2020**
  - iv. Cited Secondary Sources – (Please acknowledge sources of borrowed photos, visuals, articles, quotes, books, publications, and artifacts).
- d. Entries may be written in Filipino or English and can cite regional dialects provided that their English or Filipino counterpart is provided.
- e. Entries, if in essay format, must **NOT be more than 500 words or 2 pages, typed or handwritten.**

## 6. SUBMISSION GUIDELINES

- a. Go to <https://mamasitas.com/join-mga-kuwentong-pagkain/>.
- b. Get a copy of the downloadable form to feature your food story and follow attached instructions.

- c. Duly accomplish the entry form by inputting all information required. Incomplete forms will not be processed.
- d. Students must show **ANY** proof of enrollment to a college or university. Proof of enrollment includes their student ID, tuition receipt, registration form, or other related documents that prove they are a student.
- e. Sign the waiver form found in respective downloadable forms confirming that the entry is an original work, and that all submitted information is true and accurate.
- f. Participants **below 18 years old** should have their parents and/or guardians sign the waiver form found in respective downloadable forms.
- g. Together with the entry form, submit your entry at **<https://mamasitas.com/join-mga-kuwentong-pagkain/>**.
- h. A participant can submit more than one entry.
- i. MSF reserves the right to ask for further verification of identification from participants.
- j. **Plagiarism results in automatic disqualification of student contestant.**

## 7. CONTEST PRIZES

- a. There will be one (1) grand winner each from Luzon, Visayas, and Mindanao.
  - i. Participants will only be allowed to submit an entry for **one** region only.
- b. Each grand winner will receive a Php 20,000.00 cash prize.
- c. Other entries with merit will be awarded a participation and will receive a Special Citation and gift items from Kusina ni Mama Sita.

## 8. IMPORTANT:

- a. No prize transfer, assignment, or substitution by winners is permitted. In the event of unavailability, Mama Sita reserves the right to substitute prizes of equal monetary value, determined by Mama Sita's reasonable discretion.
- b. Should a winner make any false statement(s) in any of the documents referenced herein, the winner will be required to promptly return to Mama Sita his/her prize, or the cash value thereof.

## 9. JUDGING

- a. All entries will be evaluated using just ONE set of Criteria for all FORMATS:
  - 50% Content – This criterion measures the substance and relevance of the story to Philippine food. How relevant is the entry to Philippine Cuisine?

- 30% Authenticity – This criterion validates the entry’s accuracy whether it features genuine regional food heritage. How true is the entry to that region’s local culinary culture?
  - 20% Originality – This criterion judges the entry’s creative originality based on the topic and perspective. How creative is the entry?
- b. There will be a panel of reliable and knowledgeable judges who will evaluate all qualified entries using the set of criteria. All entries will be ranked accordingly based on the total percentage each entry has received.
  - c. ***The decision of Mama Sita Foundation and the judges is final and irrevocable.***

## **10. ENTRANT LICENSES/RELEASES**

- a. Mama Sita Foundation is granted a royalty-free, irrevocable, perpetual, and non-exclusive license to reproduce, distribute, display, and create derivative works of the entries submitted (along with a name credit) in connection to the contest and its promotion in any media.
- b. Entrants (as well as respective parents or legal guardians of those below 18) further hereby waive all moral rights or intellectual property rights. Thus, Mama Sita will not be required to pay any additional consideration or seek any additional approval in connection with using the submitted entries for any purpose.

## **11. THIRD PARTY RELEASES**

- a. Participants are responsible for obtaining, prior to the submission of entries, any and all releases and consents necessary to permit the exhibition and use of the entry set forth in the Official Rules without additional compensation. Signature of parents should be submitted for any person appearing below legal age.
- b. Upon Mama Sita Foundation’s request, each entrant must be prepared to submit signed releases and/or licenses from all persons who appear in the entry, from copyright owner of any artwork or other copyrighted material that appears in the entry, and from owners of private properties, authorizing Mama Sita Foundation to reproduce, display, and create derivative works from the entries in connection with the Contest and for the promotion of the Contest, in any media now or hereafter known, including, but not limited to: display at a potential exhibition of winners; publication of a book featuring select entries in the Contest.

## 12. LIMITATION OF LIABILITY

By participating, entrants (and their parents or legal guardians) agree to release, discharge, and hold harmless Mama Sita, its partners, affiliates, subsidiaries, agents, and their employees, officers, directors, and representatives from any claims, losses, and damages arising out of their participation in this Contest or any Contest-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder.

## 13. ANNOUNCEMENTS AND UPDATES

- a. ANNOUNCEMENTS AND UPDATES WILL BE MADE VIA:
  - i. MKP OFFICIAL FACEBOOK PAGE  
<https://www.facebook.com/MgaKuwentongPagkain/>
  - ii. WEBSITES: [www.mamasitafoundation.com](http://www.mamasitafoundation.com), [www.msita.com](http://www.msita.com),  
[www.mamasitas.com](http://www.mamasitas.com)
  - iii. MEDIA
- b. ONLINE RELEASES MAY ALSO BE MADE DURING THE CONTEST PERIOD.

## 13. CONDITIONS

- a. Entries are void if Mama Sita Foundation determines the entry as not original, or if the entries are illegible, incomplete, damaged, irregular, altered, counterfeit, produced in error, or obtained through fraud or theft.
- b. Entrants also agree (i) **to be bound by these Official Rules**; (ii) **that the decisions of the judges are final on all matters relating to the Contest**; and (c) **that Mama Sita Foundation may use the winning entry and each winner's name, photograph, likeness, and/or voice in any publicity/advertising material or future promotions relating to the Contest without compensation or approval.**
- c. In the event that the selected winner/s of any prize is/are ineligible or refuse/s the prize, the prize will be forfeited and Mama Sita, in its sole discretion, may choose whether to award the prize to another winner.

#### **14. WAIVER**

I HAVE READ AND UNDERSTOOD THE MECHANICS OF THE CONTEST, MGA KUWENTONG PAGKAIN: ESKWELA EDITION, AND, BY SUBMITTING MY ENTRY HEREBY AGREE TO THE TERMS AND CONDITIONS THEREIN.

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SIGNATURE OVER PRINTED NAME AND DATE SIGNED

For entrants 18 years old and below:

I HAVE READ AND UNDERSTOOD THE MECHANICS OF THE CONTEST, MGA KUWENTONG PAGKAIN: ESKWELA EDITION. I FULLY GIVE MY CONSENT FOR MY CHILD TO JOIN AND HEREBY AGREE TO THE TERMS AND CONDITIONS THEREIN.

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SIGNATURE OVER PRINTED NAME OF PARENT AND DATE SIGNED

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SIGNATURE OVER PRINTED NAME OF CHILD AND DATE SIGNED