



Friday October 13, 2006

[Home](#) | [The Philippine STAR](#) | [Pilipino Star NGAYON](#) | [The Freeman](#) | [Banat](#) | [People Asia](#) | [Archives](#)
[Headlines](#) | [Opinion](#) | [Business](#) | [Metro Manila](#) | [Nation](#) | [News Feature](#) | [Sports](#) | [Entertainment](#) | [Other STAR Sections](#)

The 2006 Best Dressed: A gem of an affair

OH YES, IT'S JOHNNY! By Johnny Litton
The Philippine STAR 10/12/2006

(Part 2)

Last week, your columnist gave you a sneak peek into the Philippine Cancer Society's 2006 Best Dressed Women of the Philippines Awards, one of the most awaited fashion spectacle-cum-fundraising affairs of the year. This dazzling evening, which gave witness to the consummate Filipina, also gathered VIPs in the hundreds, all willing and able to help victims of cancer. The jewel-themed affair turned the Makati Shangri-La Rizal Ballroom into a shimmering fairy tale land with baubles, beads and shining crystals.

All of the 12 awardees shone in the fashion parade, sashaying down a large catwalk especially constructed for the gala event. The celebration was led by PCS president Dr. **Roberto Paterno**, PCS special events chair **Imelda Ongsiako Cojuangco**, event chair Consul **Helen Ong**, co-chair architect **Gerry Contreras** and committee members Consul **Fortune Ledesma**, Asia's fashion czar **Pitoy Moreno** and your columnist.

Among those seen partaking of the night's festivities were multi-Papal awardee Meldy Cojuangco and former First Lady **Imelda Marcos**. Also supporting the event in full force were Philippine Cancer Society officers and directors, president Dr. **George Eufemio**, VP Dr. **Ernest Domingo**, treasurer **Don Ferry**, **Jose Cuisia Jr.**, Dr. **Francisco Dizon**, **Antonio Ma. Guerrero** and **Conrado Lorenzo**.

The astounding success of the event raised much-needed funds for the PCS's programs for cancer advocacy, research and patient services, with invaluable help coming from event partners *Lifestyle Asia*, San Miguel Corp., Bank of Commerce, Smart Communications, Landmark, Keleo Jewelry of Rustan's, Lucerne, Hans Brumann, Rustan's Essenses, F&C Jewelry, Jewelmer, Technomarine and Torres Wines.

I'm looking forward to seeing you all at next year's gala!

* * *

Philippine Cancer Society's 2005 Best Dressed Women of the Philippines awardee **Ayen Munji-Laurel** and **Raymond Lauchengco** will perform soulful OPM, Broadway and pop classic renditions in a very special concert series titled, *The Best of Us* on Oct. 14 and 21 at the Teatrino in Promenade, Greenhills. Critically-acclaimed composer and arranger **Danny Tan** is the musical director behind the concert series.

'Mindmapping' the PR World

Amidst super typhoon *Milenyo*, the 13th National Public Relations (PR) Congress, organized by the Public Relations Society of the Philippines (PRSP), proceeded full packed at the Grand Ballroom of Hotel InterContinental in Makati City.

With the theme, *Mindmap: Charting the Course of PR in the New Media*, the Congress treated delegates from various sectors of society to a two-day event that aimed to keep them grounded on the traditional elements of PR, despite major developments brought about by modern technology.

Steve Lubetkin, APR, of the Public Relations Society of America (PRSA), was the keynote speaker. He provided the audience insights on online PR and the latest technology-driven trends in the PR practice.

Among the renowned speakers who graced the event were **Max Soliven**, STAR chairman and publisher; **Matthew Lussenhopp** of the US Embassy; **Aniceto Sobrepeña**, executive director of Metrobank Foundation; former Sen. **Francisco Tatad**; Secretary **Cerge Remonde**; multi-awarded media personality **Mel Tiangco**; **Chito Macapagal** of Unilever; **Alex Castro** of Image Dimension; PR expert **Gina Virtucio**; Marikina City Mayor **Marides Fernando**; and **Cris J. Nelson**, managing director of Philip Morris.

This occasion also marked the conferment of newly Accredited Public Relations (APR) practitioners namely:

Newsmaker

- **Bettina after the storm - PEOPLE** By **Joanne Rae M. Ramirez**

Other STAR Sections

- **Starweek Magazine**

Daily Dose

- **Daily Bread**
- **Lotto Results**
- **Comics**
- **Weather**

LifeStyle Features

- **Arts & Culture**
- **Health & Family**
- **Leisure**
- **Business Life**
- **Fashion**
- **Young STAR**
- **Modern Living**
- **Sunday Life**
- **Travel**
- **Newsmaker**
- **Allure**

Business Features

- **Networks**
- **Motoring**
- **Telecoms**
- **Banking**
- **Science and Technology**
- **Real Estate**
- **Agriculture and Environment**
- **Business As Usual**

Butch Raquel (GMA-7), **Rita Festin** (ADB), **Joel Lacsamana** (Manila Water Co.), **Bernie Bagaman** (San Miguel Corp.), **Marlyn Ochoa** (Manila North Tollways Corp.) and **Ritzi Ronquillo** (MERALCO).

Gawad Panday, the most coveted award in the PR Industry, was also given to Sen. **Richard Gordon**, Mr. **RR dela Cruz** and Prof. **Roel Ramirez** for their significant contributions to the advancement of the PR profession. The prestigious Anvil Awards, considered as the "Oscars" of the PR Industry, was also launched during the event.



New !!! For further discussions, visit our [community board](#).

[Back to top](#)

To receive daily News Updates on your Philippine mobile phone simply send <STAR NEWS> to 489(for Smart Subscribers) or 2922(for Globe Subscribers).

Get \$1500 Cash Overnight

No Credit Checks, Low Fees & Fast. Hassel Free, Secure & Confidential!

www.MyCashNow.com

[Ads by Google](#) - [Advertise on this site](#)

[Home](#) | [About Us](#) | [Advertise](#) | [Partner](#) | [Use Content](#) | [Link](#) | [Bookmark](#)

Copyright © 2005 philstar.com . All rights reserved.