

# PRESS RELEASE

## Philippine Embassy, Canberra

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### The Philippine Embassy Partners with Oishi O Wow! for Philippine Independence Celebrations in June 2016



*The ladies of Canberra with their Oishi gift bags. (L-R) Ms. Ella Bleach, Ms. Gloria Ross, Ms. Merlinda Bobis, Ms. Lydia Nichols, Ms. Connie Eugenio and Ms. Cecilia Flores (Photo credit: Cecilia Flores)*

18 July 2016 – The Philippine Embassy in Canberra partnered with Philippine-based Liwayway Marketing Corporation to feature the iconic snack brand Oishi O Wow! during Philippine Independence Celebrations in Canberra, Australia June 2016. In every event, guests raved about their Oishi O Wow! snacks which included Crispy Patata (baked potato flavor) and a variety of flavors of Marty's Cracklin'.

Following the Philippine Embassy's flag raising ceremony on 12 June 2016 at the Philippine Embassy grounds for Independence Day, guests received Oishi O Wow! gift bags to bring home after braving the winter cold.



*Among the first guests to receive Oishi gift bags after the flag raising ceremony at the Philippine Embassy grounds. (12 June 2016)*



*Members of the Filipino community and the Philippine Embassy at the Philippine Independence flag raising ceremony (12 June 2016)*

During the Embassy's reception for the 118<sup>th</sup> Anniversary of the Proclamation of Philippine Independence on 17 June 2016 at the National Gallery of Australia, more than 200 guests received their own "It's More Fun in the Philippines" souvenir bag with Oishi O Wow! snacks among an assortment of Filipino products.



Guests receive their gift bags before departing the Philippine Embassy's Philippine Independence Day Celebration on 17 June 2016 at the National Gallery of Australia (Photo credit: Richard Laman)

Can you guess which Oishi O Wow! snacks are inside these souvenir bags? (Photo credit: Ruel Peñaflores)

Oishi continued to delight the Filipino-Australian community at the Filipino Community Council of ACT (FCCA) Independence Day Ball at the National Convention Centre, Canberra City on 18 June 2016 and the Philippine-Australian Association's Philippine Heritage Day at the Belconnen Community Theatre on 19 June 2016.



Oishi snacks are the centrepiece of the tables at the FCCA Independence Day at the National Convention Centre, Canberra City on 18 June 2016.





*Oishi bags prominently displayed at the Belconnen Community Theatre on 19 June 2016 for the Philippine Heritage Day of the Philippine-Australian Association. (Photo credit: Joseph Gasendo)*

Oishi O Wow! snacks proved to be a hit with Filipinos and Australians alike. The Philippine Embassy is proud to partner with Filipino company and growing global brand Liwayway Marketing Corporation, maker of Oishi O Wow! snacks. END