



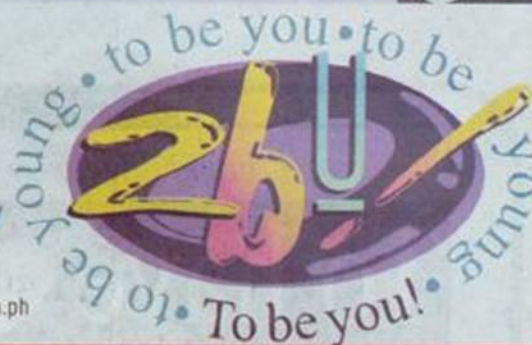
LIFESTYLE

Website: www.inquirer.net/lifestyle

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"SWEETEST Thank You," courtesy of True Faith

Project gratitude

By Niño Mark M. Sablan
2bU Correspondent

THE PHILIPPINES IS world-renowned for having the most welcoming, most accommodating and most hospitable people. Then how do we explain the shocking news that in a recent study conducted by Reader's Digest, Metro Manila ranked among the least courteous cities in the world?

An integral part of the test was to check if the city residents constantly say "thank you" and, basing on our very low rank, the Filipinos have apparently forgotten those two words.

Blame it on how fast-paced our lives have become, to the point of not having the time to say "thank you" anymore. Blame it on forgetfulness, shyness or plain non-chalance. Whatever the cause of the thank-you absence is, one thing is for sure: Gratitude is making a huge comeback this Oct. 20.

Saddened and bothered by how Filipinos are showing less courtesy



TOBLERONE marketing manager Jondy Syjuco mixes the CD tracks.

and gratitude nowadays, Manila Mayor Alfredo Lim and Vice Mayor Isko Moreno have taken the initiative in declaring Oct. 20 National Thank You Day by signing a city ordinance at the Manila City Hall, making the city of Manila the pioneering city to declare a "Thank You Day" in the country.

According to Mayor Lim, expressing gratitude is still given great value in the Filipino culture and that with the National Thank You Day, the habit of saying "thank you" will be fostered, also remind-



ing everyone of the special people we might have been forgetting to thank.

The National Thank You Day is a partnership between the city of Manila and Swiss chocolate brand, Toblerone, which has become a universal token of gratitude. Says Jondy Syjuco, Toblerone marketing manager, "Toblerone has played a role in making people feel that kindness is valued. We are happy to be Mayor Lim's partner in his efforts to bring back the sense of gratitude in Manila."

And they are certainly not alone in this thanks movement. Several private enterprises such as Rudy Project, Time Depot, Royal Elastics, Fully Booked, Coffee Bean & Tea Leaf, Flower Express, All Flip-Flops, David & Goliath and T-Box have all joined to resurrect the fundamental value of expressing gratitude.

This gratefulness campaign is

FOR POLLS, downloadables and National Thank You Day updates, visit www.thankyouday.philippines.com

A Reader's Digest survey says Filipinos are among the least courteous people in the world for failing to say 'thank you.' A movement seeks to change that

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