

True Value receives multiple awards from Ayala Malls



From L-R: Ayala Malls CFO Ruby Chong, True Value Senior Merchandising Manager Aldrich Tee, True Value and Handyman Do-it-Best General Manager Stanley Co, True Value Marketing Manager Milani Castañeda, Paloma Urquijo Zobel, Bea Zobel Jr. and Ayala Malls Head of Marketing Maricis Bernardino, during the awarding ceremony of at Lio, Palawan on June 15, 2017.

True Value received a total of seven awards during the 19th Ayala Malls Merchant Rewards ceremonies held from June 13-15, 2017. The event is an annual tradition that recognizes Ayala Malls' merchant partners nationwide for their "innovativeness, marketing savvy, and business leadership."

Five Marketing Excellence Awards were given to True Value by each of the following malls: Centrio Mall, UP Town Center, Glorietta 1, Marquee Mall, and Ayala Center Cebu. True Value was also chosen as the recipient of the *2016 Cause-related Marketing Award*, which is given to partners that promote good values and address community needs and interests through responsible and meaningful marketing efforts.

These include The Power of Green, The Big Switch Program, and various Corporate Social Responsibility activities.

For garnering the most number of Marketing Excellence Awards, Marketing Manager, Milani Castañeda, along with True Value General Manager Stanley Co, and Senior Merchandising Manager Aldrich Tee, accepted the Overall Marketing Excellence Award in a separate ceremony held in Lio, Palawan.

In the same occasion, Handyman Do-It-Best and Toys "R" Us were also awarded Store Operations Excellence Awards for Handyman Harbor Point and Toys "R" Us in Marquee Mall.