



Philippine Consulate General's Protocol Officer Arturo Romua leads the traditional ribbon cutting. (Filipino Reporter photos)

LBC, the leading global Filipino company in the business of express courier and money remittance, held the grand opening of its very first branch in New York — and its third in the U.S. East Coast — on Aug. 30.

LBC's 1st N.Y. branch now open for business

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LBC area head Gabriel Ladao said LBC's newest branch at 68-22 Roosevelt Avenue, Woodside, NY 11377 is a fulfillment of the company's brand promise "to continue being the friend that people trust to move the things that matter to them."

It is the latest Filipino establishment to rise in the Queens area that has become known as Little Manila for its row of *Pinoy* businesses serving a large Filipino clientele.

Fr. Alfie A. Pangilinan, parochial vicar of St. Henry R.C. Church in Bayonne, N.J., led the office blessing, with Philippine Consulate General's Protocol Officer Arturo V. Romua leading the ceremonial ribbon cutting.

Joining them are LBC East Coast team manager Alice Hulguin, LBC product and events marketing associate Sandra Velacruz, LBC associate Gabriel Malong, GMA Pinoy TV marketing consultant Grace Labaguies of Essential Consulting Services, LLC, with Lulu Villamater and Gret Aberin of the Philippine Consulate General.



From left, Philippine Consulate's Arturo Romua, Fr. Alfie Pangilinan, LBC's Sanda Velacruz and Alice Hulguin, Grace Labaguis of Essential Consulting Services, LLC, LBC's Gabby Ladao, and Ronald Labaguis.

During the event, Ladao introduced two of LBC's latest promotions:

- **Balikbayan Box Premium Service.** Guaranteed delivery in 15 days or less or sender's next shipment is free. Pricing starts at #130 for a 50-pound balikbayan box.
- **Smile & Drive.** Every sender can win 1 of 9 Toyota Corollas, with 3 cars to be given every month (a customer can only win once). More than \$250,000 in grand prizes. Drawing dates are Oct. 3, Nov. 3 and Dec. 3.

Guests and walk-in customers were also treated to sumptuous Filipino food catered by Sizzle Me, the newest Filipino restaurant on Roosevelt Avenue that has been getting raves from patrons who call it a must-visit place.

LBC currently has 60 branches across the U.S. and Canada.

The other East Coast Branches are located in Jersey City (201.434.8454) and Bloomfield (973.748.7998), both in New Jersey.

To schedule your free pick up and for other information, call 800.338.5424 or visit www.lbcexpress.com or e-mail customercare@lbcexpress.com.



Front, l.-r.: Fr. Alfie Pangilinan, Philippine Consulate's Arturo Romua and James Patrick "JP" Aberin. Back, l.-r.: Lulu Villamater, Leonora Harington, Gabriel Malong, Alice Hulguin, Gabriel Ladao, Aldrin Aberin, Gret Aberin and Wilfred Villamater.

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LBC staff with the Filipino Reporter's Albert Ignacio (right).