

## Tourism's Bring Home A Friend launches in New York

Written by New York Philippine Consulate General  
Thursday, 09 November 2017 15:15

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**Some launch guests join Philippine Department of Tourism Undersecretary Katherine De Castro, Consul General Theresa Dizon-De Vega and Tourism Attaché Purificacion Molintas at the Bring Home A Friend launch at the Philippine Center in New York. (Photos by PDOT-NY)**

The Philippine Department of Tourism led the launch of one of the Philippines' signature tourism campaigns Bring Home A Friend (Bhaf) at the Philippine Center in New York on Oct. 30, 2017.

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The event saw members of the Filipino-American Community, including second generation Filipino-Americans, the travel sector, media, and influencers grace the occasion during which the official BHAF campaign video featuring popular Filipino actor Piolo Pascual was shown for the first time in the U.S. Northeast.

The evening's guest of honor, Tourism Undersecretary Katherine S. De Castro, enjoined the overseas Filipino Community and all the Philippines' friends in media and the travel industry to join the BHAF program and invite their friends and colleagues to experience the Philippines' firsthand.

She noted the plaudits which the Philippines' most popular destinations such as Boracay, Palawan and Cebu continue to collect from international visitors.

Tourism Attaché Purificacion Molintas explained the mechanics behind the BHAF program and the many incentives and prizes for those joining the Philippine Government's efforts to invite more foreign tourists to visit the Philippines.

Under the BHAF, Filipino passport holders overseas could register in the program and have the chance to win various prizes when they are able to invite a non-Filipino friend to visit the Philippines.

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From left: D. Joy De Veyra, Philippine Tourism Ambassador, Rita Torres, Philippine Consulate General, and other guests.