



Mr. and Mrs. Carlos Araneta, the founders of LBC Express in 1952, enjoys a Champagne toast with CEO Santi Araneta, Kris Aquino, Marta Araneta and Ronda Pilipinas founder Dino Araneta at From LBC to the World with Love, the launch of Kris Aquino as LBC's first celebrity brand endorser.

The Queen of All Media started delivering

the 'padama' when LBC surprised media by

sending 'padala' to celebrate her launch

as their first celebrity brand endorser

MANILA — In an event titled From LBC to the World, With Love, Kris Aquino was recently launched as the first celebrity brand endorser of LBC Express, Inc., the leading courier service, logistics and money remittance provider in the Philippines.

Just as Kris' every step continues to capture the collective imagination of the Filipino people wherever they are, LBC brings the "*padama*" in every "*padala*" with 4,400 branches, partners and agents in more than 20 countries.

Before the event, guests were asked to name their favorite city and if they thoughtfully did, they would receive a box full of goodies representing that city — a curated mix of signature delicacies, curios and fun stuff.

Some of the surprised guests were lucky enough to receive their packages the morning after the event.

Two weeks later, happy guests are still posting their boxes full of treats from around the world.

To highlight LBC's global presence, employees from as far as Italy, United Arab Emirates and the United States of America personally greeted Kris Aquino through a wall-to-wall panoramic screen in The Eye at Green Sun.

A high-energy video montage of employees around the world dancing also entertained the excited crowd.

What can be expected when two of the most recognizable Filipino names join forces for a night of food, drinks, games and prizes?

A night of fun and revelry.

The launch was headlined by Kris, and she was joined by Santiago G. Araneta, Chairman of the Board and Chief Executive Officer; Miguel A. Camahort, Chief Operating Officer; and Mr. and Mrs. Carlos Araneta, the founders of the courier service in 1952.

Guests and VIPs were treated to food by Chef Margarita Fores that reflected both LBC and Kris' global presence.

Fores created tailor-made courses inspired by the shores of the Philippines, like the roast Bacolod-style lechon stuffed with Cerveza Negra and mango tamarind, to Italy's fresh fettuccine tossed in parmigiano-reggiano wheel, Spain's paella valenciana, Hong Kong's star-anise braised pork belly, and Japan's sustainable tuna and salmon sashimi.

To make the event more fun, attendees were asked to tweet their dream gift using the hashtag #LBCPadalaPlease.

Some tweeted for the latest gadgets, while others wished for a love life.

Several members of the press were also asked to play the Box or Cash game where they were asked to choose an LBC box, and to decide whether they want the mystery gift or P10,000 in cash.

Most chose their box, with the players winning an iPad Air 2, GoPro Hero 4, Samsung Galaxy S6, an LED television, a refrigerator, a Samsung tablet, a plunger, or a watermelon.

One player selected the P10,000, losing a Nikon D5300 camera.

But the delectable food was not enough to keep everyone's excitement from finding out the secret celebrity brand endorser.

As the lights dimmed and conversations fell into a hush, photos of Kris appeared on the panoramic screen, filling the room with her presence.

It was followed by the airing of LBC's two newest commercials, which showed how Kris is present all over the world.

The humorous clips showing Kris popping up from books, posters and online ads proved that both LBC and Kris are a part of every Filipino's life.

"LBC simplifies life because there are certain products that I need to purchase that are just available in the United States," shared Kris when she entered.

"We're building a new house and a lot of my kitchen supplies are coming in via LBC. There are boxes as big as me, so you can expect *na pupunuin ko 'yun.*"

The Flippin' Soul Stompers heightened the party atmosphere with their soulful rendition of the Reel 2 Real classic "I Like To Move It," while Kris Aquino shared the stage with the Aranetas, who came to support the launch.

A Champagne parade was held to celebrate this partnership.

With the partnership of LBC and Kris Aquino, more and more Filipinos will feel the love from their relatives abroad, no matter the distance.

They will continue their commitment that there is “*padama sa bawat padala.*”

About LBC Express

LBC Express, Inc. was founded in the 1950s as a brokerage and air cargo agent.

Now the largest Express Courier, Cargo and Money Remittance Service Company in the Philippines, LBC also provides its services in over 18 countries worldwide.

For more than 60 years, LBC has been moving lives, business and communities for the global Filipino, providing hassle-free delivery via air, land and sea — from cash remittances to payment solutions, from simple parcels and packages to container loads for corporate logistics.

We like to move it.

Unboxing love with Kris Aquino and LBC

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