

## FOR IMMEDIATE RELEASE

### **Royalty to grace PIDC Fest**

*(Toronto/ April 22, 2008)*

Bidding her legion of fans in the Philippines a temporary adieu, Ai-Ai de las Alas travels in July to Toronto where the PIDC will roll out the red carpet. Dubbed the Philippines' Comedy Queen, Blockbuster Queen, and Concert Queen, Ms. de Las Alas headlines this year's Mabuhay Festival, flagship project of the Philippine Independence Day Council.

Known for her well-timed ad-libs (and ample supply of double-entendres that make the prude blush), Ai-Ai's fan club has grown wider and globally, especially with her recent box-office hit "Tanging Ina". Pinoys back home easily warmed up to this drama of a single mother and the joys and pains of managing a family, for they know the movie mirrors Ai-Ai's own life story. The movie was such a hit that the resulting single "Tanging Ina N'yo"---performed of course by Ms. de las Alas---also topped the charts and has become a veritable sorority hymn of motherhood. Now, that makes her the Queen of the Airwaves, too.

Nothing will win the admiration of the Filipino for a showbiz personality faster than a Manila success story that has provincial origins—again, the story of Ms. de las Alas, who hails from the Visayas. Ai-Ai's stellar ascent has its beginnings in Manila's videoke bars (her day job was as a department store sales lady). Steadily, Ai-Ai has proved her success in the movies, television, live concert scenes, commercials, and recording. The Folk Arts Theater was filled to the rafters three times with her successful concerts. "AiAiay... The Greatest Performance of My Life" was standing room only. And this was at the Araneta Coliseum that seats 30,000, still one of the largest in the world.

Ms. de las Alas promises everyone a rockin' good time at this year's Mabuhay Festival which will be held on July 19<sup>th</sup> at the MTCC South Building - Hall D, 222 Bremner Road, Toronto. As the festival is also a trade and charity show, PIDC is pleased to announce that with over 100,000 sq ft of space, the convention center can accommodate over 250 booths for exhibitors and concessionaires.

To purchase tickets to the ***Ai-Ai de las Alas at Mabuhay Festival*** or arrange for booths, please contact: Minda Neri (416 621-4985), Jun Enverga (416 284-2810), Nene Ticzon (416 736-5068).

***Come to Mabuhay Philippines! Toronto Summer Festival.*** It's your only chance to laugh at a queen.  
(Press Release)