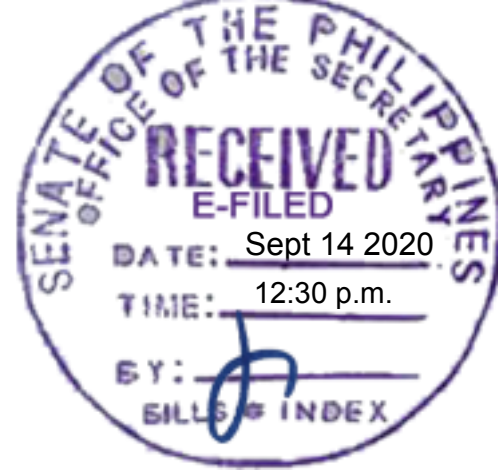


EIGHTEENTH CONGRESS OF THE )  
REPUBLIC OF THE PHILIPPINES )  
*Second Regular Session* )



**SENATE**

**S. No. 1822**

---

Introduced by Senator Manuel "Lito" M. Lapid

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**AN ACT**  
**RENAMING DEL MONTE AVENUE IN QUEZON CITY TO FERNANDO POE,**  
**JR. AVENUE**

**Explanatory Note**

Fernando Poe, Jr (FPJ), hailed as the "King of Filipino Movies, or popularly known as FPJ or Da King, was a great icon not only in Philippine movies but also of the Filipino masses. He starred in nearly 300 films in his 46-year movie career, some of which he himself directed, produced and wrote. His legacy in the local entertainment industry has left a tremendous amount of inspiration in capturing the socio-economic and political circumstances of the times. On May 23, 2006, he was posthumously declared a National Artist of the Philippines for Film.

Having inspired a generation of television and film culture, his role as the "Da King" was born out of real-life experiences. FPJ dropped out of college to work in the Philippine Film Industry as a messenger boy to support his family due to his late father's passing and as the years progressed, he was given acting roles. Having never forgotten his impoverished roots, he made his life opportunities with championing the struggles of the poor and marginalized communities. Popular culture through films and movies grew forth from FPJ's industrious dedication to the craft and to the principle of championing the masses.

While his films depicted him a hero that won the hearts of the masses, what made him more popular was the fact that he lived up to be a true hero with his charitable causes. His peers in the film industry could attest to his whole-hearted kindness to Filipinos knowing full well the struggles of hard work amid worsening socio-economic conditions that Filipino families face then and now. Thus, it is only fitting that a National Artist who championed the marginalized and oppressed with such dedication, branding, style, and iconic craft be fully recognized.

Much of his legacy lives on in FPJ productions located in Del Monte Avenue in Quezon City. To honor his immense contributions to Philippine culture and the arts

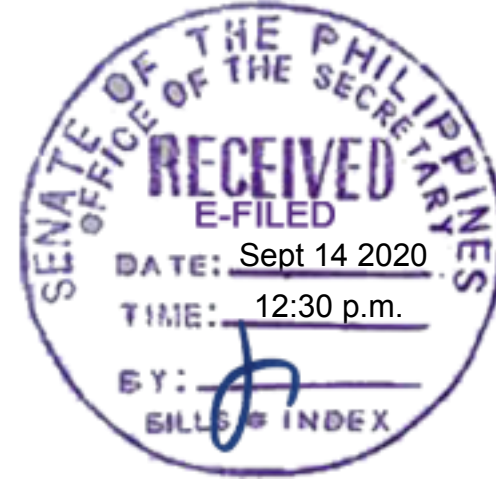
and to those Filipino families whose lives were touched by his example, this bill seeks to rename Del Monte Avenue in Quezon City to Fernando Poe, Jr.

I submit.



MANUEL "LITO" M. LAPID

EIGHTEENTH CONGRESS OF THE )  
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*Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:*

1           **Section 1.** Del Monte Avenue in Quezon City, Metro Manila is hereby renamed  
2 as Fernando Poe, Jr. Avenue.

3           **Sec. 2.** The Department of Public Works and Highways shall issue the necessary  
4 rules, orders and circulars to implement the provisions of this Act.

5           **Sec. 3.** This Act shall take effect fifteen (15) days after its complete publication  
6 in the Official Gazette or in two (2) newspapers of general circulation.

7

8           *Approved,*