

MOREFUNINQUEZON HISTORY



Jhen Monterde from Lopez, Quezon is an internet shop attendant who is working 7 days a week in Manila. She misses her province most of the times, and can only afford to come back twice a year in Quezon. This is during summer and Christmas vacations only. She created a Facebook page dedicated to Quezon Province to ease her yearning of coming home.

In 2012, she began posting photos of places of interest in her province which created attention to her followers. One of her followers, Brian Capistrano Zagala a high school student from Tayabas City showed his interest to become an administrator of the page. He helped Jhen in promoting the page. To support the Philippines Tourism program, Brian named the page as “It's more fun in Quezon Province”.

Apart from Brian extra-curricular activity, he is a member of Computer Club in Luis Palad National High School. He got to know Erwin De Rama, who was searching for students who could be trained as assistant programmers in Erwin's own IT Company in Singapore. Erwin graduated from the same high school of Brian.

Eventually, Brian invited Erwin to be an administrator of the page and to provide adult supervision. At first, Erwin showed little interest on their Facebook page. He thought that it was just a fad. But when their subscribers reached 10,000, Erwin realized that this has a lot of potential and could be the next form of information media similar on the early days of AM Radio. He remembered on his younger

days, that people from remote town of Quezon was highly dependent on AM Radio to get information about typhoons and many others.

Erwin, thought that if people are following them, then they could influence and move people to a common good. They realized that their Facebook Page needs to become more responsible and they need to become leaders, catalyst of improvement for their province.

Erwin consulted the acting mayor of Tayabas City, Wenda De Torres to help them execute their first tree planting activity in Mt. Banahaw. Wenda together with her own followers become the steering group of their environmental advocacy.

Erwin also recruited John Kerby Calucin another follower from Mauban, Quezon. Erwin saw on Kerby's profile that this young, charismatic good looking guy is a true leader. Kerby launched the "Sigaw Ng Banahaw Videoke Challenge" and from then on John Kerby was appointed as the Chairman of the group. As of this writing, the fan page now has 48,000 likes/subscribers and 30 administrators from different municipalities in Quezon such as Paul Catalla (Pagbilao, Quezon), Roland Nojor (Buena Vista, Quezon), Jasher Robles (Agdangan, Quezon), Mark Caparros (Alabat, Quezon), Gembert Mercurio (Gumaca, Quezon), Greymar Fajardo (Padre Burgos) and Rusly Herrera (Lucena City).