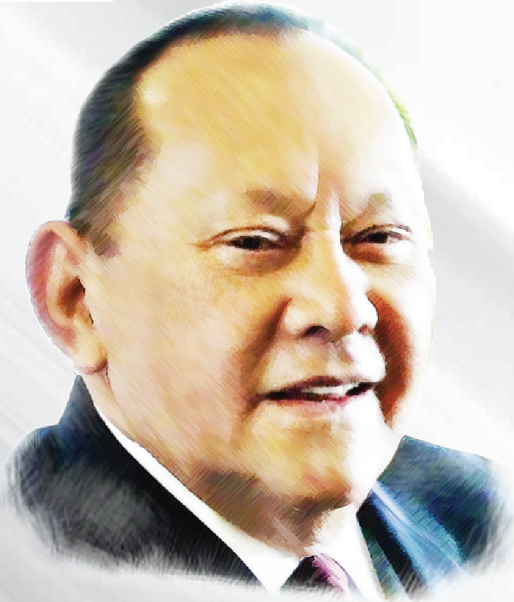




This special section of the newsletter pays tribute to Eduardo M. Cojuangco, Jr. (DLSC HS '52), an outstanding alumnus, industry leader, philanthropist, and avid Lasallian supporter who helped in the development of the University's sports and the promotion of its academic endeavors.



Tribute offered at the Eucharist for the repose of the soul of Ambassador Eduardo "Danding" Cojuangco, Jr. (DLSC HS '52)

**Br. Raymundo Suplido FSC
DLSU President
June 25, 2020**

Our De La Salle University academic community mourns the passing of distinguished Lasallian, Ambassador Eduardo "Danding" Cojuangco, Jr., who joined the Creator on June 16, 2020 at the age of 85.

Today, on the ninth day of his death, we offer this Eucharist for the repose of his soul, as well as to give thanks for his life, especially his good deeds and countless projects, which improved the lives of many Filipinos and Filipinas.

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Mr. Cojuangco graduated High School from De La Salle College in 1952. He was a loyal alumnus, an avid supporter of the University, and a good friend of the Brothers. He played an important role in the development of Lasallian sports as well as its academic endeavors.

In recognition of his invaluable contribution to the DLSU community, the De La Salle Alumni Association awarded him with the Distinguished Lasallian Award (1977), the Sports Hall of Fame Award (2002), and Order of Madame de Maillefer Award (2011).

In 2010, the University honored him as a Lasallian MASTER (Mavens, Stewards, Trailblazers, and Entrepreneurs Resource) for outstanding achievements in his field and service to society.

Mr. Cojuangco was a loyal Lasallian at heart. He was deeply committed to the promotion of quality education. He had a long history of supporting educational institutions through San Miguel Corporation (SMC) and the Eduardo Cojuangco Foundation (ECF), in which he served as chairman. His advocacies included infrastructure development for academic institutions, scholarships, and teacher development, among others.

Amb. Danding never hesitated to give his support to our Lasallian projects. In 2011, the Philippine Lasallian Family decided to celebrate the Centennial of the Arrival of the Brothers with the pilgrimage of the major relic of St. John Baptist de La Salle to all the La Salle schools in the Philippines. Amb. Danding insisted that the relic be flown on his plane to the different Lasallian schools in Luzon, Visayas, and Mindanao. Thus, thousands of students, teachers, staff members, parents, and alumni of the La Salle schools, and of the other schools as well, were able to pay homage to St. La Salle, Patron of Teachers.

Last school year, 2018-2019, this same pilgrimage was repeated to celebrate the Tercentenary of St. La Salle's death. Again Amb. Danding's plane flew St. La Salle's relic to the different schools. Amb. Danding wanted to contribute in whatever way he could to the Lasallian mission in our country. And he did so in many, many ways. For his life and example, our Lasallian Family will always be grateful. And we will always remember him.

In this Mass, let us pray for the repose of his soul and for the comfort of his bereaved family during this difficult time.



Photo credit: Metro Society January 2014 cover, from Jeron Teng's Instagram account

Tribute to Eduardo M. Cojuangco, Jr., HS 1952

By Joaquin Henson

The Lasallian community mourns the passing of a beloved alumnus Eduardo (Danding) Cojuangco, Jr. who was a generous philanthropist, staunch nationalist, astute businessman, consummate politician and dedicated sportsman.

Danding had a special place in his heart for his alma mater and was proud to be a Lasallian. So, too, is the Lasallian community proud of Danding and what he achieved in touching the lives of millions of Filipinos throughout his life.

In politics, Danding served as a selfless public servant. It was during his term as Governor then Congressman that his home province of Tarlac witnessed remarkable progress. His pro-active efforts and visionary leadership were recognized by the national government which awarded him the rank of Officer in the Legion of Honor and one of the Most Outstanding Congressmen of 1970, commending his unwavering

advocacy to uplift the lives of the marginalized sector.

In business, Danding carved an enviable reputation not only because of his magic touch but also because of his nationalist principles. He attempted to transform Philippine agriculture, focusing on sugar and coconut with the vision to turn the country into a major player in the global marketplace. With Danding at the helm, the coconut industry was on the road to become a significant contributor to economic growth. Politics, however, intervened and a change in government in 1986 derailed his plans and set back the efforts to bring about a business solution to serious socio-economic problems in the countryside. Still, Danding's investment in behalf of four million coconut farmers reaped dividends as what was a P1.656 Billion fund in 1983 grew to P82.83 Billion after 28 years. Today, the fund that is in government's hands is valued at over P1.03 Billion, an example of his foresight and business acumen.

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As San Miguel Corp. chairman, Danding headed the country's largest and most diversified conglomerate with interests in food, beverage, packaging, feeds, property, power generation, logistics, cement, real estate and infrastructure. But beyond San Miguel's profitability, the company is well-known for its heart and social responsibility, influenced by Danding's leadership.

In 1985, Danding established the Eduardo Cojuangco Foundation to channel his personal resources into providing opportunities for education and livelihood. With his Foundation as the implementing arm, Danding launched Project Free, a bold initiative offering Master's and Doctorate scholarships to public school teachers in Tarlac. He brought together the expertise of the Department of Education, Tarlac State University, and the La Salle system under Project Free to graduate over 2,000 public school teachers with La Salle degrees. Another initiative was Project Hope, a joint effort with TESDA, DOLE, Department of Education, private employers, Tarlac vocational schools, Tarlac provincial government, and La Salle. It provided TESDA-supervised scholarships for out-of-school youth and unemployed young adults as a pathway to learning technical, vocational and entrepreneurial skills with Lasallian values. Danding also built and modernized numerous churches all over the country. For his support of the Catholic Church and clergy, he was conferred a Knighthood in the Pontifical Order of St. Sylvester.

In sports, Danding was an ardent patron of the DLSU Men's Basketball Team. He was the man behind the UAAP championship teams of 2013 and 2016. In a

spirit of sportsmanship that exemplified his Lasallian upbringing, Danding donated a P2.7 Million, 14-karat gold, 15-inch high trophy to the UAAP champion for three straight seasons and a P5.8 Million, 14-karat, 17-inch high perpetual trophy to Ateneo for achieving a three-peat.

In recognition of his accomplishments, the De La Salle Alumni Association honored Danding with a Distinguished Lasallian Award in 1977, inducted him into the Sports Hall of Fame in 2002 and bestowed the La Salle Order of Madame de Maillefer Award in 2011. Danding never wavered in supporting various La Salle projects and the Lasallian community will always be grateful for his efforts in making the dream of a retirement home and residential healthcare facility in DLSU Dasmaringas for priests and Christian Brothers a reality. The Lasallian family has lost an outstanding alumnus but his legacy will live on. Danding will forever be revered as an exemplary Lasallian.



Photo credit: Manila Bulletin



Photo from DLSAA

EDUARDO M. COJUANGCO, JR.

"bestowed the title of Brother in The Order of Madame de Maillefer for living the Lasallian mission of devotion to nation-building"

It all began in Negros Occidental, a mission to empower elementary and high school public teachers in the province by giving them scholarship grants for master's and doctoral degrees.

To date, this program has given some 2,250 elementary and high school public teachers those scholarship grants.

The program is FREE, which stands for Flagships to Reach Educational Excellence. It aims to give qualified teachers a chance to upgrade their credentials, to widen their knowledge, and further hone their skills. Ultimately, these shall aid them to transforming themselves into better teachers, or the best teachers that they can possibly be.

But the stakeholders of this program have a bigger picture in mind, as they believe that solid education can only come from talented, well-trained and well-informed teachers. These stakeholders desire a long term effect - that teachers would be able to raise the standard of education in their respective schools, to benefit the whole country.

Behind this initiative is the Eduardo Cojuangco Foundation, which has given away the certificate of scholarships to the qualified teachers recently, in a simple ceremony at Tarlac State University. Project FREE is sponsored by the E.C.F., and implemented by La Salle University, in coordination with the Tarlac State University.

Behind the foundation is Eduardo Murphy Cojuangco, Jr., popularly known as Danding Cojuangco. But this head of the largest beverage and food corporation in the Philippines is being recognized at the One La Salle Night of Excellence not for the merits of his business savvy and excellence—the Lasallian community looks up to him for his service to the country, through educational initiatives under his foundation.

The E.C.F., which celebrated its 25th anniversary late last year, has awarded 85 students in the provinces scholarships to technical and vocational courses. This followed the awarding of scholarships under FREE, which was actually launched to mark the E.C.F.'s silver year.

The Lasallian community wishes Cojuangco and his foundation more than just 25 years: may the Lasallian in him continue to flourish, to better the lives of more students and teachers in the country.



De La Salle University

presents the award

Lasallian MASTER
Mavens, Stewards, Trailblazers, and Entrepreneurs Resource
to
AMBASSADOR EDUARDO M. COJUANGCO, JR.

Distinguished businessman
Philanthropist
Sports advocate

Eduardo "Danding" Murphy Cojuangco, Jr. is the Chairman and Chief Executive Officer of San Miguel Corporation and Ginebra San Miguel, Inc., the largest food and beverage conglomerate in Southeast Asia.

He serves as Chairman of San Miguel Pure Foods Co. Inc. and ECJ & Sons Agricultural Enterprises, Inc. He is also the Director of Petron Corporation and Cainaman Farms, Inc.

After graduating from high school in De La Salle College in 1952, he enrolled at the agricultural college of University of the Philippines in Los Baños. He completed his tertiary education in California Polytechnic College in San Luis Obispo.

He held Chairman and Director positions in other major companies, including Coca-Cola Bottlers Philippines, Inc., United Coconut Chemicals, Inc., Northern Cement Corporation, Nobel Philippines, Legaspi Oil Company, Delgado Brothers, Inc., and Manila Electric Company.

He was also a public servant for many years, first as Governor of Tarlac, then as Congressman of the First District of Tarlac, and finally as Ambassador Plenipotentiary at the Department of Foreign Affairs.

Cojuangco, known for his interests in agriculture, cattle ranches, cock breeding, and thoroughbred racing and breeding, received a Doctor of Agri-business degree, honoris causa, from the Tarlac College of Agriculture. He also received honorary doctorate degrees from the University of Mindanao and University of Negros Occidental-Recoletos.

He was given a number of prestigious awards, among them the Legion of Honor, Degree of Officer, by the Philippine government, and the Knight of the Order of St. Sylvester by the Vatican.

A true philanthropist, Cojuangco established the Eduardo Cojuangco Foundation, Inc. Operating in Tarlac City, the foundation focuses on providing scholarship for educators and less privileged children, granting aid for disaster and calamity victims, and giving financial assistance for the clergy in the region.

An avid sports advocate, he is noted for supporting Philippine basketball through his company's sponsorships in various sporting events. Currently, he has three SMC-owned teams playing in the Philippine Basketball Association.

His exemplary leadership, outstanding achievements, and service to the Filipino nation are honored by De La Salle University through the Lasallian MASTER Award

given this 20th of November, 2010
in De La Salle University, Manila, Philippines.