



CONSULATE GENERAL OF THE REPUBLIC OF THE PHILIPPINES
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P R E S S R E L E A S E

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Diskubre Tour for Young Filipino-Americans Launched in New York

NEW YORK, 16 April 2018 – Diskubre Tour, the heritage tour for young Filipino-Americans aged 18-35, was launched last 14 April at the Kalayaan Hall of the Philippine Center in New York. It was officially presented during the New York event for TFCU Talks that spotlighted the stories and journeys of Jhett Tolentino, Sarah Meier, Norman Dalager, and Rich Tu.

Vice Consul Khrystina Corpuz Popov revealed the program initiated by the Philippine Consulate General in New York, with the support of the Philippine Department of Tourism New York and its official media partner, ABS-CBN Global Studios' [Discovering Routes](#).

The Diskubre Tour will take the pilot batch to Manila, Corregidor, Baguio, Banaue, Sagada, and Subic from July 6 to 17 to immerse the participants in the communities of the Mountain Province. The group will commune with the locals, learn farming practices, experience the culture of the indigenous tribes, and live the Filipino way of life, to ultimately discover their roots.

According to Vice Consul Corpuz-Popov, Diskubre is an educational opportunity for second-generation and young Filipino-Americans designed to promote a deeper appreciation of their Filipino heritage, and a spirit of giving back to the motherland through intellectual capital and sweat equity. Filcom organizations may elect to sponsor their young members, as a way to train them to be future leaders in the community.

The project was initially conceived as a means to promote Philippine tourism to the Filipino-Americans. The immersion experience was included as the core component, after observing that millennials and young travelers value experiential travel more than the usual tourist or visitor activities.

Discovering Routes Executive Producer and Project Manager Keesa Ocampo notes that the partnership felt like a natural fit, as the show follows travelers to their lands of ancestry and documents their epic adventures. Its first season featured the brother and sister tandem of Garrett and Miristi Gee and their journey to the Philippines. Garrett Gee is well-known as the dad of The Bucket List Family, who sold his app to Snapchat to travel the world with his wife and children. "The Diskubre Tour provides the meaningful journey that is consistent with the messages of fun and traveling deeper that we deliver to our audience," Ms. Ocampo remarked. Vice Consul Corpuz-Popov adds, "Our goal is to give every traveler a journey they won't forget and help them discover what it means to be Filipino."

Interested participants may email khrystina.corpuz@dfa.gov.ph or go to www.discoveringroutes.com/travel for more information. END



(L) Attendees to the TFCU Talks NY launch held at the Philippine Center New York learn about Discovering Routes Travels with Diskubre partnership, introduced by Vice Consul Khrystina Corpuz Popov (R). (PCGNY Photos)

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