

# Media Alert

For Immediate Release  
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## **Anne Curtis Reveals The Most Important Day of the Year** *And No, It's Not Her Birthday!*

**Manila, Philippines** — In a segment of a well-loved noontime show, an overseas Filipino worker shared how difficult it is to be away from their loved ones, especially on their birthdays. Show host Anne Curtis misheard and said, “*my birthday?*” Her hilarious assumption left an indelible mark on the internet, and the *faux pas* became a viral meme – with overseas workers now aiming to go back to the country every year to celebrate Anne’s birthday.

This year, however, actor, entrepreneur, and Manulife Philippines’ brand ambassador Anne Curtis shares a noteworthy birthday reminder. As she adds another year to her life, Anne believes that the most important day that anyone must think about is their tomorrow.

“It’s the best gift you can give yourself, ensuring a better tomorrow for yourself and your loved ones. Knowing that you can live confidently in the present because the future is taken care of gives you security and peace of mind. And that’s my biggest birthday wish – that every Filipino can stay healthy and secure better tomorrows, through health and life protection and financial security that comes with a good insurance plan,” said Anne, who has also been a Manulife customer for 14 years. Recently, she also shared [three practical tips](#) on how to save smarter for the future.

Because your life later depends on the plans you build today, Manulife Philippines offers [FutureBoost Retirement](#), an affordable life insurance plan that helps you save smarter for your retirement so you can make the most of the next stage of your life’s journey. Manulife’s newest retirement plan offers a unique automatic fund management feature, which allows customers to maximize returns in the early years and minimize risks as you approach retirement age, to help you build your wealth and achieve your goals. FutureBoost Retirement also gives rewards and bonuses for loyal customers, and for paying on time and paying more. As FutureBoost Retirement comes with life protection coverage, you can also ensure extra security for your loved ones. Enhance your coverage anytime with various add-on benefits, including critical illness protection riders, so you are prepared for medical emergencies and the unexpected.

To learn more about how to be ready for the future like Anne, visit [www.manulife.com.ph](http://www.manulife.com.ph).

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**About Manulife Philippines**

The Manufacturers Life Insurance Company opened its doors for business in the Philippines in 1907. Since then, Manulife's Philippine Branch and later The Manufacturers Life Insurance Co. (Phils.), Inc. (Manulife Philippines) has grown to become one of the country's leading life insurance companies. Manulife Philippines is a wholly-owned domestic subsidiary of Manulife Financial Corporation, among the world's largest life insurance companies by market capitalization. Learn more about Manulife Philippines by visiting their website [manulife.com.ph](http://manulife.com.ph) and following them on Facebook ([facebook.com/ManulifePH](https://facebook.com/ManulifePH)), Twitter (@ManulifePH), and Instagram (@manulifeph).

**About Manulife**

Manulife Financial Corporation is a leading international financial services provider, helping people make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we provide financial advice and insurance, operating as Manulife across Canada, Asia, and Europe, and primarily as John Hancock in the United States. Through Manulife Investment Management, the global brand for our Global Wealth and Asset Management segment, we serve individuals, institutions, and retirement plan members worldwide. At the end of 2023, we had more than 38,000 employees, over 98,000 agents, and thousands of distribution partners, serving over 35 million customers. We trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges, and under '945' in Hong Kong.

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**Media Contacts:****John Robert Sion**

Manulife Philippines

[john\\_robert\\_sion@manulife.com](mailto:john_robert_sion@manulife.com)

**Dessa Virtusio**

Virtusio PR International, Inc.

(+632) 631-9479

[dessa@virtusio.com](mailto:dessa@virtusio.com)