

**PRESS RELEASE
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**Filipina-Spanish Founder Launches the
Bitanga-Giménez Scholars Initiative to Support Ilocos
Norte Students**

Christina Bitanga de Giménez, a Filipina-born, Madrid-based founder with deep family roots in Ilocos Norte, has formally launched the Bitanga-Giménez Scholars, an education initiative dedicated to supporting academically driven youth in Ilocos Norte. Grounded in her Filipino-Spanish heritage, the program reflects her commitment to honoring her family's origins while strengthening the cultural connection between Manila and Madrid.

The Bitanga-Giménez Scholars will begin its pilot year in 2025, offering academic assistance to select public school students who demonstrate strong potential but lack access to essential resources. The program aims to uplift youth who show dedication, discipline, and a desire to pursue higher goals.

“Growing up Filipina and now raising my family between Spain and the Philippines has shown me how powerful opportunity can be,” Bitanga de Giménez shared. “This initiative is my way of giving back to the communities connected to my family’s story and supporting young people who dream beyond their circumstances.”

The program will start modestly, focusing on scholarships, school materials, and future cultural enrichment opportunities — including plans for bridging Filipino and Spanish cultural education. As it grows, the initiative is expected to expand thoughtfully and sustainably.

A formal Founder’s Letter has been released, outlining Bitanga de Giménez’s vision for the program, her connection to Ilocos Norte, and her intention to create quiet but meaningful impact for young learners.

The Bitanga-Giménez Scholars team is currently preparing for its first year of awards and is open to collaboration with schools, educators, NGOs, and community partners.

About the Founder

Christina Bitanga de Giménez is a Filipina-born, Madrid-based entrepreneur with strong cultural and familial ties to Ilocos Norte. Inspired by her Filipino-Spanish heritage, she

established the Bitanga–Giménez Scholars to honor her origins and support future generations through education. She lives between Manila and Madrid with her family.

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