



ATENEUM DE MANILA UNIVERSITY  
OFFICE OF THE PRESIDENT

Memo # U2526-047

17 Nov 2025

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TO The University Community  
SUBJECT Rosa Rosal (1929–2025)

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Ateneo de Manila University joins the nation in mourning the passing of Rosa Rosal – humanitarian, public servant, and Philippine screen legend.

One of the most celebrated figures of Philippine cinema, Rosal (Florence Lansang Danon–Gayda) began her acting career shortly after World War II and quickly rose to prominence during the industry’s “Golden Age.” She starred in landmark films such as *Anak Dalita* (1956) and *Badjao* (1956), and remained active in film and television well into the 2000s.

Beyond her accomplishments on screen, Rosal was most revered for her lifelong humanitarian service. She joined the Philippine Red Cross as a volunteer in 1950 and became a member of its Board of Governors in 1965. She was instrumental in popularizing mass blood donation drives nationwide, helping establish the bloodletting programs that have since become standard across the country. Her compassion also reached millions through the long-running public service programs *Damayan* and *Kapwa Ko, Mahal Ko*.

In 1999, Rosal received the Public Service Award (now the Parangal Lingkod Sambayanan) from Ateneo de Manila University in recognition of her decades of service to the Filipino people. In the same year, she was honored with the Ramon Magsaysay Award for Public Service, Asia’s highest accolade.

We request the Ateneo community to keep Ms Rosal and her family in your prayers.



*Eternal rest grant unto Rosa Rosal, O Lord, and let perpetual light shine upon her.  
May she rest in peace. Amen.*

(Sgd) Roberto C Yap SJ  
President