



Bangko Sentral ng Pilipinas
MAYNILA, PILIPINAS

OFFICE OF THE GOVERNOR

CIRCULAR-LETTER

TO: ALL BANKING INSTITUTIONS

To create the highest level of public awareness to the importance of credit and ensure the nationwide observance of Credit Consciousness Week (April 24 to 30), all banking institutions and their branches are enjoined to undertake during the said week, supportive publicity and promotional activities such as raffles, distribution of give-aways, putting-up window or counter displays, streamers, ad placements and the use of other devices and incentives as may be appropriate for this special event.

For a unified campaign, banks are requested to incorporate the theme *Kaban ng Bayan Lalago, Kabuhayan Aasenso, Kung Paggamit ng Pautang ay Wasto* along with the words *Credit Consciousness Week - April 24-30, 2005* in all promotional materials and print advertisements during the period.


ALBERTO V. REYES
Officer-in-Charge

14 April 2005

PANANALAPING MATATAG, BANSANG PANATAG