

Bangko Sentral ng Pilipinas

MANILA

OFFICE OF THE GOVERNOR

CIRCULAR-LETTER

TO: ALL BANKING INSTITUTIONS

To attain the highest level of public awareness to Credit Consciousness Week (April 24-30, 2001), and to ensure its successful observance nationwide, banking institutions and their branches are enjoined to undertake extensively during the period such appropriate promotional and publicity-generating activities as advertising, window and counter displays, streamers, distribution of give-aways, raffles and similar incentives and devices under the theme "Between Enterprise and Growth is the Prudent Use of Credit."

To unify the campaign, banks are also requested to incorporate the words "Credit Consciousness Week - April 24-30, 2001" in all their advertisements during the period.


RAFAEL B. BUENAVENTURA
Governor

2 April 2001