

Bangko Sentral ng Pilipinas

MANILA

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 Savings Consciousness Week (June 30 to July 6), all banking institutions and their branches are enjoined to undertake during the said week, supportive publicity and promotional activities such as raffles, distribution of giveaways, 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, ***Tumulong sa Pag-angat ng Ating Kabuhayan, sa Bangko Palaguin ang Ipong Yaman***, along with the words, "Savings Consciousness Week – June 30 – July 6, 2005" in all promotional materials and print advertisements during the period.


AMANDO M. TETANGCO, JR.
Officer-in-Charge

23 June 2005