

Bangko Sentral ng Pilipinas

MANILA

OFFICE OF THE GOVERNOR

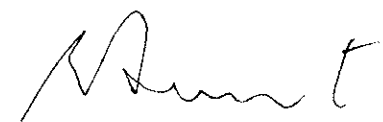
CIRCULAR LETTER

To: ALL BANKING INSTITUTIONS

Pursuant to Proclamation No. 2250 dated December 10, 1982 (copy attached) designating January 1 to 7 as *National Banking Week*, all banking institutions and their branches are enjoined to undertake during the period such promotional and publicity-generating activities as advertising, window and counter displays, streamers, distribution of give-aways, raffles and similar incentives and devices.

We hope that through the observance of National Banking Week, we will be able to promote awareness and appreciation of the vital role of banking in national development.

To unify the campaign, banks are also requested to incorporate the theme *Matapat na pagbabangko, sandigan sa pag-unlad ng negosyo at pagdami ng trabaho* and the phrase "National Banking Week, January 1-7, 2004" in their promotional materials and print advertisements during the period.


RAFAEL B. BUENAVENTURA
Governor

9 December 2003

CENTRAL FILE