

# *Bangko Sentral ng Pilipinas*

MANILA

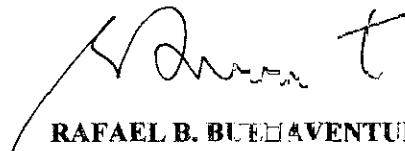
OFFICE OF THE GOVERNOR

## 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 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 away, 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, *Maayos na Paggamit ng Pautang, Asenso ang Kabayaran*, along with the words "Credit Consciousness Week - April 24-30, 2004" in all promotional materials and print advertisements during the period.



RAFAEL B. BUHAVENTURA  
GOVERNOR

7 April 2004