

# *Bangko Sentral ng Pilipinas*

MANILA

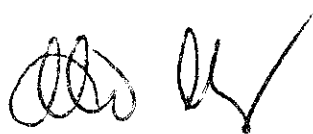
OFFICE OF THE GOVERNOR

## **CIRCULAR-LETTER**

### **TO: ALL BANKING INSTITUTIONS**

To attain the highest level of public awareness to the national observance of Savings Consciousness Week (June 30-July 6, 2002) and to ensure its successful observance nationwide, banking institutions and their branches are enjoined to undertake 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.

To unify the campaign, banks are also requested to incorporate the theme "*Pag-iimpok ay ugaliin, kabukayan ay pasiglahin,*" and the phrase Savings Consciousness Week, June 30-July 6, 2002 in their promotional materials and print advertisements during the period.



**ARMANDO L. SURATOS**  
Officer-in-Charge

June 27, 2002