



BANGKO SENTRAL NG PILIPINAS

MEMORANDUM

OFFICE OF THE GOVERNOR

CIRCULAR LETTER NO. CL-2018-077

To : ALL BANKING INSTITUTIONS

Subject : NATIONAL BANKING WEEK

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

We enjoin the banking industry to promote more vigorously the benefits derived by our communities from banks. We believe it is imperative to convey the important role that banks play in the lives of our people, economy and our country as a whole.

To unify the campaign for our celebration of National Banking Week 2019, banks are requested to incorporate the theme, "**Kabuhayan at Ekonomiya ay Paunlarin, Inobasyon sa Pagbabangko ay Tangkilikin**" and the phrase "National Banking Week, 1 to 7 January 2019" in their promotional materials and print advertisements during the period.

A prescribed tarpaulin layout for this campaign may be downloaded at the BSP website (www.bsp.gov.ph). For more information, banks may contact the BSP Corporate Affairs Office at telephone number 708-7142.


NESTOR A. ESPENILLA, JR.
Governor

06 December 2018

Att.: A/S

BY THE PRESIDENT OF THE PHILIPPINES

PROCLAMATION NO. 2230

WHEREAS, the banking community, in order to contribute its utmost in the service of the nation, must have the vigorous support of and develop a healthy partnership with our people;

NOW, THEREFORE, I, FERDINAND E. MARCOS, President of the Philippines, by virtue of the powers vested in me by law, do hereby declare the first full week of January each year beginning in 1983, as National Banking Week and hereby direct the Central Bank of the Philippines to undertake all such measures as may be necessary to ensure the successful observance thereof and enjoin all sectors of our society and all levels of the government to extend their cooperation.

Done in the City of Manila, this 10th day of December, in the year of Our Lord, nineteen hundred and eighty-two.

by the President

JUAN C. TUVERA
Presidential Executive Assistant

CERTIFIED COPY

W. B. Sarmiento
W. B. SARMIENTO
Acting Bank Officer J11

12/10/82 ✓