



Announcement No. 10, s. 2019

ANNOUNCEMENT

FOR : HEADS OF CONSTITUTIONAL BODIES, DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT, LOCAL GOVERNMENT UNITS, GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS, AND STATE UNIVERSITIES AND COLLEGES

SUBJECT : National Heritage Month 2019 Celebration

Pursuant to Presidential Proclamation No. 439, s. 2003, the **National Commission for Culture and the Arts (NCCA)** will lead the annual **National Heritage Month (NHM)** celebration in **May**. The observance of this event aims to strengthen people's consciousness, respect, and love for the legacies of Filipino cultural history.

For this year, the NCCA will adopt the theme "Mga Pinuno Para sa Pamana" (Leaders for Heritage) as a challenge to each and every individual to take the lead in preserving and promoting their cultural heritage.

To promote public awareness in the observance of the event, all government agencies are enjoined to extend their full support through the following activities:

- Hanging of the 2019 NHM official streamers and/or NHM official posters in all local government units, government-owned or controlled corporations with original charters, central and regional offices of the national government and state universities and colleges.
- Development, production and distribution of Information, Education and Communication (IEC) materials for 2019 NHM which include collaterals designed by NCCA;
- Uploading of NHM advocacy materials in government agencies' website and social media accounts;
- Participation in the online campaign thread about the celebration by uploading photos, news features and other information relative to NHM 2019 using the hashtags: #NHM2019, and #TanglawNgPamana;
- Participation in the #TanglawNgPamana Audio-Visual Presentation Contest organized by the NCCA. The said initiative aims to contribute to the awareness of the Filipinos on heritage and increase participation of various sectors in preserving the Filipino culture. Visit the NCCA Facebook page for more information on the contest;
- Announcement of the NHM celebration in the Flag Raising Ceremony on April 29, 2019;

Bawat Kawani, Lingkod Bayani

- Organize and/or participate in heritage-related activities such as lecture demonstrations, conferences, fora, and exhibits in declared cultural and historical sites;
- Agencies/LGUs organizing their own National Heritage Month 2019 activities are also requested to send the following information to nhmsecretariat@gmail.com for inclusion in the 2019 NHM Calendar of events:
 - *Host Agency/LGU Name*
 - *Event Title*
 - *Date and Time*
 - *Venue (exact Location)*
 - *Contact details in case of public queries*
- Send activity implementation reports to nhmsecretariat@gmail.com in word document file with the following details for inclusion in the NHM 2019 Souvenir Program.
 - *Name of Agency/Office/LGU*
 - *Date of Activity*

Please visit the NCCA website at <http://www.ncca.gov.ph> for the design template of the 2019 NHM celebration streamer and download copies of available IEC materials.

For more information, you may coordinate with the **NCCA Cultural Heritage Section** at telephone number (02) 527-2192 local 339 or with **Ms. Eileen Rudi** at mobile number (63)926-0626345 or through email at nhmsecretariat@gmail.com.


ALICIA dela ROSA-BALA
Chairperson

04 MAR 2019