



Announcement No. 07, s. 2020

## 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 : 2020 National Heritage Month Celebration**

Pursuant to Presidential Proclamation No. 439, s. 2003, the **National Commission for Culture and the Arts (NCCA)** is tasked to 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 Kuwentong Pamana*" (*Stories of Heritage*) to highlight the important role of sharing knowledge, experiences and stories of the different aspects of Filipino heritage in fostering cultural learning and appreciation within the Filipino society.

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 2020 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 2020 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 2020 using the hashtags: #NHM2020, and #MgaKuwentongPamana;
- Announcement of the NHM celebration in the Flag Raising Ceremony on April 27, 2020;
- Organize and/or participate in heritage-related activities such as lecture demonstrations, conferences, fora, and exhibits in declared cultural and historical sites;

Bawat Kawani, Lingkod Bayani

- Agencies/LGUs organizing their own National Heritage Month 2020 activities are requested to send the following information to [nhmsecretariat@gmail.com](mailto:nhmsecretariat@gmail.com) for inclusion in the 2020 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 with high-quality photos to [nhmsecretariat@gmail.com](mailto:nhmsecretariat@gmail.com) in word document file with the following details for inclusion in the NHM 2020 Souvenir Program on or before **June 15, 2020**:
  - *Name of Agency/Office/LGU*
  - *Date of Activity*
  - *Venue of Activity*
  - *Brief Description of Activity*

Please visit the NCCA website at <http://www.ncca.gov.ph> for the design template of the 2020 NHM celebration streamer and download copies of available IEC materials.

For more information, agencies may coordinate with the **NCCA Cultural Heritage Section** at telephone number (02) 8527-2192 local 324 or with **Ms. Eileen Rudi** at mobile number (63)926-0626345 or email at [nhmsecretariat@gmail.com](mailto:nhmsecretariat@gmail.com).

  
**ALICIA dela ROSA-BALA**  
Chairperson



13 FEB 2020