



Announcement No. _____ 17 _____, 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 : National Coconut Month and 34th National Coconut Week Celebration

The Philippine Coconut Authority (PCA) will spearhead the celebration of the **National Coconut Month** this **August 2020** with the theme, “*Masaganang Niyugan Tungo sa Kaginhawaan*”. This year’s national celebration will commemorate the **34th National Coconut Week** in accordance with Presidential Proclamation No. 142, s. 1987, to pay tribute and thanksgiving to the coconut for its benefits and to give prospective investors and the public in general a closer look at the business potentials of the coconut.

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

1. Display of the 2020 National Coconut Month Celebration official banner in their agency’s premises including Regional and Field Offices (banner design attached).
2. Participation in PCA’s web-based activities.

For further details and information, agencies may coordinate with the **Strategic Communications Team of the Office of the Administrator** at telephone number (02) 8927-8116 or email at ofad@pca.gov.ph.


ALICIA dela ROSA-BALA
Chairperson

07 August 2020