



BANGKO SENTRAL NG PILIPINAS

OFFICE OF THE GOVERNOR

**CIRCULAR LETTER NO. CL-2014-035
Series of 2014**

To : ALL BANKING INSTITUTIONS

Subject: Savings Consciousness Week 2014

Pursuant to Proclamation No. 380 dated 15 May 1994 (copy attached) designating June 30 to July 6 as *Savings Consciousness Week*, all banking institutions and their branches are enjoined to undertake during the period such promotional and publicity-generating activities as advertising, window and counter displays, streamers, distribution of give-aways, raffles and similar incentives and devices.

We also 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 the Savings Consciousness Week 2014, banks are requested to incorporate the theme, *Pag-iimpok ay ugaliin para sa magandang kinabukasan natin* and the phrase "Savings Consciousness Week, June 30 to July 6, 2014" in their promotional materials and print advertisements during the period.

A prescribed tarpaulin layout for the campaign may be downloaded at the BSP website (www.bsp.gov.ph). The preferred size is 3 ft. x 8 ft. but may be adjusted depending on the size of the wall and/or gate and other collaterals.

For more information, banks may contact the BSP Corporate Affairs Office at telephone number 708-7701 local 2627.


AMANDO M. TETANGCO, JR.
Governor

Date: 26 May 2014

Att.: A/S

MALACANANG
MANILA

BY THE PRESIDENT OF THE PHILIPPINES

PROCLAMATION NO. 380

DECLARING THE PERIOD FROM JUNE 30 TO JULY 6, 1994 AND EVERY
YEAR THEREAFTER AS SAVINGS CONSCIOUSNESS WEEK

WHEREAS, Philippines 2000, the Filipino peoples vision of development by the year 2000 recognizes that the purpose of hastening capital formation through non-inflationary means, particularly through savings with banks and other financial intermediaries, is that of accelerating the country's economic progress and development; and

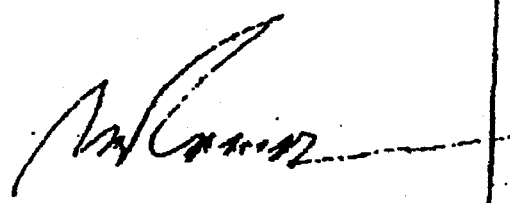
WHEREAS, the drive towards the country's reaching an industrialized status by year 2000 can be achieved only if all sectors of society fully realize, and have a continuing awareness of the vital role of savings in the development process;

NOW, THEREFORE, I, FIDEL V. RAMOS, President of the Philippines, by virtue of the powers vested in me by law, do hereby declare the period June 30 to July 6 of this year, and every year thereafter, Savings Consciousness Week, and hereby direct the Department of Finance, the Bangko Sentral ng Pilipinas and the Department of Education, Culture and Sports to undertake such measures as may be necessary to ensure successful observance thereof, and enjoin all sectors of our society and all levels of the government -- national, provincial, city and barangay -- to extend their cooperation to this national effort.

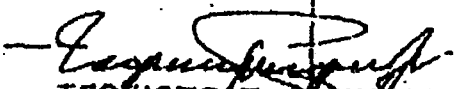
This Proclamation supersedes Proclamation No. 1868 dated June 13, 1979.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the Republic of the Philippines to be affixed.

Done in the City of Manila, this 15th day of May in the year of Our Lord, nineteen hundred and ninety-four.



By the President:



TEODORO T. GUINONA, JR.
Executive Secretary