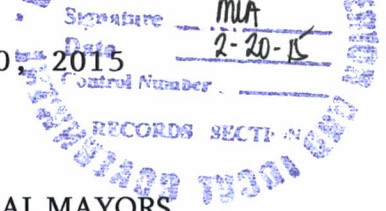




February 20, 2015



MEMORANDUM CIRCULAR
NO. 2015 - 16

TO : ALL PROVINCIAL GOVERNORS, CITY/MUNICIPAL MAYORS,
PUNONG BARANGAYS, ARMM GOVERNOR, DILG
REGIONAL/FIELD OFFICERS, ARMM DILG REGIONAL
SECRETARY AND OTHERS CONCERNED

SUBJECT : 2015 NATIONAL WOMEN'S MONTH CELEBRATION

Presidential Proclamation No. 227 s. 1988 declares the observance of the Month of March as Women's Role in History Month and Republic Act (RA) 6949 s. 1990 declares March 8 of every year as National Women's Day.

The 2015 celebration carries the theme "Juana, Desisyon Mo ay Mahalaga sa Kinabukasan ng Bawat Isa, Ikaw Na!" This year's celebration pays tribute to all women leaders who passionately led and continue to advance women's advocacies. Their key roles and accomplishments in leadership, power and decision-making will be highlighted in order to influence and break the conservative mindset and belief that politics and leadership are not women's world.

Relative to the above and to ensure the success of the month-long celebration, all Local Chief Executives are hereby enjoined to:

- Participate in International Women's Day Kick-off activity, street dancing, on March 8 (Sunday) in Manila and mobilize as many delegates as possible (for NCR and nearby areas);
- Non-NCR Local Government Units (LGUs) may initiate a kick-off activity simultaneous with the one to be held in Manila; (refer to attached suggested LGU Program)
- Learn the official song and dance for this year's celebration, and use it during Women's Month Activities;
- Hang streamers in front of the province/city/municipal hall announcing the LGUs participation in the campaign (see PCW website for specifications/design of the streamer, including the official translation of the theme in local languages);
- Upload all IEC materials produced by PCW in LGU website, Facebook and Twitter accounts;

- Organize film showing activity (preferably “BOSES” film produced by ERASTO Film Productions);
- Include 2015 Women’s Month IEC materials in LGUs publications/newsletters, and
- Submit to PCW the calendar of activities for the celebration until February 27, 2015 and a report of activities conducted until April 10, 2015.

Expenses related to the 2015 National Women’s Month Celebration may be charged to the Gender and Development (GAD) Budget. LGUs may opt to use the official translation of the theme in local languages to reach out more people and create related sub-themes based on the local setting.

For inquiries, please contact Mr. Kim Harold Peji of the PCW Information Resource Management Division at telephone numbers (02) 845-4814 or email him at imd@pcw.gov.ph

All DILG Regional Directors, Field Officers and the ARMM Regional Governor are hereby directed to disseminate this Memorandum Circular in their respective areas of jurisdiction and to provide technical assistance when appropriate and necessary.

For information and guidance.


MAR ROXAS
Secretary 




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