



Announcement No. 30, s. 2021

## 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 : Philippine Film Industry Month**

Pursuant to Presidential Proclamation No. 1085, s. 2021, the **Film Development Council of the Philippines (FDCP)** will lead the **Philippine Film Industry Month** celebration on **September 1-30, 2021**. The celebration will commemorate the heritage, significance and legacy of Philippine Cinema.

The inaugural theme "*Ngayon ang Bagong SineMula!*", speaks of a new beginning, a chance to restart and rebuild the industry that would be more inclusive and sustainable for all stakeholders, allowing to push forth towards a brighter and more prosperous future for Philippine Cinema.

To promote public awareness in the observance of the event, all government agencies are encouraged to undertake the following activities/initiatives:

1. Feature the banner of the Philippine Film Industry Month in the agency's respective websites and social media accounts.
2. Promotion of the Philippine Industry Month calendar and video on the agencies' website, social media platforms and other applicable posting locations.
3. Encouraging interested partners and stakeholder to:
  - a) Sign up and subscribe to the FDCP Channel to watch all the free film screenings featured during the Philippine Industry Month.
  - b) Register to the International Film Industry Conference (IFIC) Public Sessions and Masterclasses at <https://fdcp.ph/ific>. The IFIC aims to bring together international and local experts to share and discuss the latest trends, opportunities, platforms and cooperation globally that producers and filmmakers can explore for the development, production and distribution of their projects with the intent of crossing beyond local borders.

**Bawat Kawani, Lingkod Bayani**

- c) Follow the FDCP pages online for all other programs and activities in celebration of the Philippine Film Industry Month.

For details and downloading of Philippine Film Industry Month materials and videos, please visit:

- FDCP Website: <https://www.fdcph.com/>
- Google Drive: <https://bit.ly/PHFilmIndustryMonth2021>

For further details and information, please coordinate with Ms. Adrienne Bernal at mobile number +639 28 390 3565 or email at [adriennebernal.fdcph@gmail.com](mailto:adriennebernal.fdcph@gmail.com).



**ALICIA dela ROSA-BALA**  
Chairperson

**8 September 2021**