



Announcement No. 29, 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 : Museums and Galleries Month 2021 Celebration

Pursuant to Presidential Proclamation No. 798, s. 1991, the National Commission for Culture and the Arts (NCCA) will lead the annual Museums and Galleries Month (MGM) celebration in October. The Celebration underscores the importance of arousing the national consciousness and pride in our rich culture and national identity.

The MGM 2021 theme draws inspiration from the Quincentennial Commemorations with the theme “*Showcasing the Nation, Shaping the Filipino ImagiNation*”, which aims to introduce museums and galleries as prime movers in weaving the nation’s narrative and vision.

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

- Use of 2021 MGM official banners in all official government websites and social media pages.
- Developing, producing, distributing, and posting of information, education, and communication materials for 2021 MGM which include collaterals designed by NCCA;
- Participating in the online campaign thread about the 2021 MGM celebration. Stakeholders may upload photos, news features and other information relative to MGM 2021 using the hashtag: #MGM2021PH; #MuseumsAndGalleriesMonth;
- Uploading and sharing of MGM advocacy materials in government agencies’ website and social media accounts;
- Featuring the organization’s Calendar of Activities and MGM advocacy materials in their official websites, social media accounts and publications. For easier access to collaterals and other MGM materials, stakeholders may refer to the 2021 MGM Agency Kit at: <https://bit.ly/2021MGMAGENCYKIT>;

- Organizing and participating in museum and gallery related activities. Stakeholders may implement and/or participate in activities such as online lecture demonstrations, workshops, and outdoor exhibits;
- Submission of activity proposals for inclusion in the Calendar of Activities. Stakeholders may retrieve the template at <https://bit.ly/2021MGMAPF>. Upon accomplishment of the form, documents must be saved under the file name (AGENCYNAME_MGM2021) and uploaded to this link on or before *September 13, 2021*: <https://bit.ly/2021MGMASF>
- Submission of Post-implementation Reports to the NCCA for inclusion in the 2021 MGM Souvenir Program. - Stakeholders may retrieve the template of the Post-implementation Report at: <https://bit.ly/2021MGMREPORT>. Upon accomplishment of the form, documents must be saved under the file name (ENTITY NAME_MGM2021) and uploaded along with the pictures/photos to this link on or before *November 12, 2021*: <https://bit.ly/2021MGMFEATURE>

For more information, agencies may coordinate with Ms. Myrtle Miralles of the NCCA Cultural Heritage Section at telephone number (02) 8527-2192 local 339, mobile number +639456008398 or email at mgmsecretariat.ncca@gmail.com. Agencies may also visit the NCCA Website at www.ncca.gov.ph for further details.



ALICIA dela ROSA-BALA
Chairperson

7 September 2021