



MC No 17, s. 1997

MEMORANDUM CIRCULAR

TO : All Heads of Departments, Bureaus and Agencies of the National Government Including Government-Owned and Controlled Corporations

SUBJECT : Family Week Celebration on September 22-28, 1997

Pursuant to Presidential Proclamation Nos. 60 and 847 respectively signed on September 28, 1992 and August 12, 1996., the nation will celebrate Family Week on September 22-28, 1997 in recognition of the importance of the family in nation building. The highlight of the celebration is the Family Thanksgiving Day on September 28. The occasion will also commemorate the celebration of the Philippine Centennial as a tribute to the family as the source of the individual's strength and heroism.

The theme of this year's celebration is "Pamilyang Pilipino: Sandigan ng Kagitingan, Pagkakaisa at Kalayaan."

To stimulate greater public awareness and consciousness of the week-long celebration, you are enjoined to plan, organize and hold a fitting activity in your respective offices from September 22, Monday to Friday.

The suggested activities are conduct of promotional and advocacy activities to highlight the theme of the celebration; contests or competitions e.g., slogan, on-the-spot drawing; conduct of symposia on relevant topics and other activities as may be appropriate.

For inquiries, you can call up the secretariat of the National Steering Committee at telephone nos. 931-91-33 and 931-81-01.

The cooperation of all agencies is enjoined for the success of the family week celebration.


CORAZON ALMA G. DE LEON
Chairman

July 28, 1997

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FAMILY WEEK AND FAMILY THANKSGIVING DAY
PROPOSED ACTIVITIES FOR BUSINESS ESTABLISHMENTS
AND SHOPPING CENTERS

1. **Special Discounts** for families at restaurants, food chains, family entertainment.
2. **Free or discounted rides/entrance** for the family in carnival, and other family amusement centers.
3. **Special promotion** in the centre-marketing a book of discount vouchers for all participating stores
4. Have all stores put on a special displays of Family Week Logo.
5. **Holding of family entertainment shows.**
6. **Hold a major in-store raffle/promotions**
7. **Family Week promotional items** like buttons, t-shirts, coffee mugs, fans, car shades, etc.
8. **Hold competitions** like: on-the-spot drawing, slogan, etc.
9. **Launch a Search** for the oldest family picture or family with the most number of living generations, or with the largest number of living grandchildren, etc.
10. **Family quiz/Family Day**
11. **Hanging of streamers** with the Family Week theme: "*Pamilyang Pilipino: Sandigan ng Kagitingan, Pagkakaisa at Kalayaan*".