



Announcement No. 7, 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 : 2021 NATIONAL HERITAGE MONTH CELEBRATION

Pursuant to Presidential Proclamation No. 439, s. 2003, the **National Commission for Culture and the Arts (NCCA)** will lead the annual **National Heritage Month (NHM)** celebration in **May**. The observance of this event aims to strengthen people's consciousness, respect, and love for the legacies of Filipino cultural history.

For this year, the NCCA will adopt the "VICTORY AND HUMANITY: Upholding Filipino Heritage and Identity" in solidarity with the commemorations of the 500th anniversary of the Victory at Mactan (27 April 2021) and the 500th anniversary of the Philippine part in the first circumnavigation of the world (16 March – 29 October 2021).

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

- Posting and sharing of the 2021 NHM advocacy materials including the 2021 NHM Official Poster, 2021 NHM Facebook Banners and 2021 NHM Calendar of Activities in government agencies' website and social media accounts;
- Participation in the online campaign thread about the 2021 NHM celebration by sharing heritage-related content including photos, videos, news features, and other collaterals released by the NCCA using the hashtag #NHM2021;
- Organize and/or participate in heritage-related activities such as webinars, online workshops, online lectures and online exhibits;
- Agencies/LGUs organizing their own National Heritage Month 2021 activities are requested to fill out the 2021 NHM Activity Proposal Form and send the final information to the NHM secretariat for inclusion in the 2021 NHM Calendar of Activities on or before **March 31, 2021**. The NHM 2021 Activity Proposal Form, NHM Collaterals, and other reference materials can be accessed and downloaded through this link: <https://tinyurl.com/2021NHMAP>. For easier consolidation, the accomplished activity proposal form may be submitted along with the agency's high-resolution logo through this link: <https://tinyurl.com/2021NHM-APFORM>. In the event that the link cannot be

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accessed, you may email the accomplished activity proposal form and other documents to nhmsecretariat@gmail.com.

- Send the activity implementation reports with high-quality photos to nhmsecretariat@gmail.com in word document file with the following details for inclusion in the NHM 2021 Souvenir Program on or before **June 15, 2021**:
 - *Name of Agency/Office/LGU*
 - *Date of Activity*
 - *Venue of Activity*
 - *Brief Description of Activity*

For more information, agencies may coordinate with the **NCCA Cultural Heritage Section** at telephone number (02) 8527-2192 local 324 or with **Ms. Eileen Rudi** at mobile number (63)926-0626345 or email at nhmsecretariat@gmail.com. Agencies may also visit the NCCA Website at www.ncca.gov.ph for further details.



ALICIA dela ROSA-BALA
Chairperson

16 March 2021