DIRECTING ALL HEADS OF GOVERNMENT AGENCIES AND GOVERNMENT-OWNED AND CONTROLLED CORPORATIONS TO ADOPT THE ANTI-POVERTY BRANDS OF PRESIDENT GLORIA MACAPAGAL ARROYO

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In compliance with the instructions of President Macapagal Arroyo during the NEDA Cabinet Group Meeting on 29 January 2008, all government agencies and government -owned and controlled corporations are hereby directed to adopt the Anti-Poverty brands: Labanan ang Kahirapan and Ramdam ang Kaunlaran in all their print, radio, television and outdoor information materials. Furthermore, sub-brands such as: Pagkain sa Bawat Mesa, Isulong ang Karunungan, Alagaan ang Kalusugan and Tapusin ang mga Daan Tungo sa Kaunlaran are to be used when applicable.

The Philippine Information Agency (PIA) is tasked to implement this branding campaign. As such, all agencies of government, including local chief executives of local government units are enjoined to coordinate with the PIA Secretary in the implementation of this directive.

This Memorandum Circular shall take effect immediately

Adopted: 18 April 2008

BY AUTHORITY OF THE PRESIDENT:

(SGD.) EDUARDO R. ERMITA
Executive Secretary

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