

MEMORANDUM CIRCULAR NO. 2016-01

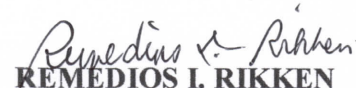
TO: All Heads of Executive Departments, Agencies, Bureaus, Offices, State Universities and Colleges (SUCs), Government Owned and/or Controlled Corporations (GOCCs), Legislative and Judiciary Branches, Constitutional Bodies, Local Government Units (LGUs), Other Government Instrumentalities and All Others Concerned

SUBJECT: Use of the All-Women Cast Lupang Hinirang Music Video

DATE: 5 February 2016

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- 1.0 To recognize and raise awareness on the important contributions and roles of women in all spheres of Philippine society, all government offices are enjoined to play the All-Women Cast Lupang Hinirang Music Video during flag raising ceremonies and opening programs on the following occasions and activities:
 - 1.1 Annual National Women's Month Celebration (March)
 - 1.2 Annual 18-Day Campaign to End Violence Against Women (November 25 to December 12)
 - 1.3 Gender and Development (GAD)-related activities, which include, but are not limited to, trainings on gender sensitivity and gender analysis, GAD planning and budgeting sessions, GAD committee meetings, and GAD-related workshops, fora or symposia.
 - 2.0 The first of its kind in the country, the All-Women Cast Lupang Hinirang Music Video highlights the lives and heroism of Filipino women of earlier decades. It also celebrates the triumphs, achievements and contributions of Filipino women in national development as it features the role of women in different sectors of society. The video was produced by the Philippine Commission on Women (PCW) with support from the Government Service Insurance System (GSIS).
 - 3.0 An electronic copy of the music video may be accessed and downloaded through the following links:
 - 3.1 Dropbox - <http://tinyurl.com/allwomenlupanghinirang>
 - 3.2 Youtube - <http://tinyurl.com/pcwlupanghinirang>
 - 4.0 Government agencies with regional and/or field offices are requested to facilitate the dissemination of this Memorandum Circular as well as the reproduction and distribution of the music video to their sub-units and partner organizations.

- 5.0 Expenses for the reproduction and distribution of the music video for the use of the government office, its sub-units and partner organizations may be charged to the said office's GAD budget.
- 6.0 For queries and additional information, please contact the PCW Information Resource Management Division at 735-85-09 or 735-16-54 local 131 or e-mail info@pcw.gov.ph.
- 7.0 For guidance and appropriate action.


REMEDIOS I. RIKKEN
Chairperson

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