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**MEMORANDUM CIRCULAR No. 2015-01**

**TO :** All Heads of Executive Departments, Agencies, Bureaus, Agencies, Offices, State Universities and Colleges, Government Owned and/or Controlled Corporations, Legislative and Judiciary Branches, Constitutional Bodies, Other Government Instrumentalities and All Others Concerned

**SUBJECT :** **2015 National Women's Month Celebration**

**DATE :** 9 February 2015

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Pursuant to Presidential Proclamation No. 224, 227 and Republic Act No. 6469, declaring first week of March as Women's Week, March 8 as National Women's Day, and providing for the observance of the month of March as "Women's Role in History Month", the Philippine Commission on Women (PCW), in coordination with the National Government Agencies (NGAs), Civil Society Organizations (CSOs), Local Government Units (LGUs) and State Universities and Colleges (SUCs) is spearheading the National Women's Month Celebration.

This year's theme "*Juana, Desisyon Mo ay Mahalaga sa Kinabukasan ng Bawat Isa, Ikaw Na!*" aims to pay tribute to all women leaders who passionately led and continue to advance women's advocacies. Their key roles and accomplishments in leadership, power and decision-making will be highlighted in order to influence and break the conservative mindset and belief that politics and leadership are not women's world.

The celebration will also be a perfect time to drum up the call for "Juanas" to run for public office since the last quarter of 2015 is the period for filing of candidacy for the 2016 election.

To promote public awareness in the observance of the event, all government agencies are encouraged to undertake the following activities:

- Organizing activities about the observance in your organization and partners;
- Submission to PCW of your organization's calendar of activities for the observance until February 25, 2015 and accomplishment reports until April 17, 2015;
- Hanging of 2015 NWMC official streamer in all government agencies, including regional offices, local government units, and Philippine embassies and consulates;
- Uploading of the official logo, advocacy video and other National Women's Month advocacy materials in government agencies' website, Facebook, YouTube and Twitter pages;
- Participation in the online campaign thread about the observance;



- Inclusion of 2015 National Women's Month Celebration materials in all agencies' publications/newsletters;
- Development of IEC materials for 2015 NWMC ;
- For NCR-based agencies / offices: participation in the 2015 NWMC Simultaneous Street Dance on March 8, 2015 at Quezon Memorial Circle, Quezon City and mobilizing as many delegates as possible;
- For regional / provincial offices and LGUs: coordinating with other government offices or LGUs in your area for inter-agency / LGU collaboration in holding a regional/local version of the National Women's Day Program and Simultaneous Street Dance Activity on March 8, 2015 (refer to Annex 1 for suggested program).
- Joining the nationwide Women's Month Photo Contest (visit [www.pcw.gov.ph](http://www.pcw.gov.ph) website for details);
- Attending the Forum on Women in Leadership, Power and Decision Making on March 24 (visit [www.pcw.gov.ph](http://www.pcw.gov.ph) for more details)
- Organizing a film showing activity in your respective agencies/LGUs (preferably BOSES film produced by ERASTO Film Productions);

All government agencies and LGUs are enjoined to participate in the Women's Month Celebration and to authorize the attendance of their employees in the 2015 NWMC Simultaneous Street Dance on official business time. Expenses related to the **2015 National Women's Month Celebration** may be charged to the Gender and Development (GAD) Budget of government agencies.

Please visit [www.pcw.gov.ph](http://www.pcw.gov.ph), [www.facebook.com/philippine.commission.on.women](https://www.facebook.com/philippine.commission.on.women), and [Youtube.com/CommissionOnWomenPH](https://www.youtube.com/CommissionOnWomenPH) for details like NWMC Concept Note, advocacy materials and videos.

Should you have questions and clarifications, you may contact Mr. Kim Harold T. Peji at 736-5249; 736-7712 loc. 131 or 0917-845-4814 or email [irmd@pcw.gov.ph](mailto:irmd@pcw.gov.ph).

  
**REMEDIOS I. RIKKEN**  
Chairperson



**Annex 1 – Suggested Program for Regional / Provincial Offices and LGUs**

# *National Women's Day Celebration*

March 08, 2015, 5:30 AM – 8:30AM

**Theme: “Juana, Desisyon Mo ay Mahalaga  
Sa Kinabukasan ng Bawat Isa, Ikaw Na!”**

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|-------------------|---|
| 5:30 AM – 6:00 AM | Registration  |
| 6:00 AM - 7:00 AM | Parade / Street Dance (write title of the dance song here)  |
| 7:00 AM - 7:20 AM | Philippine National Anthem<br>Doxology  |
| 7:20 AM - 7:40 AM | Messages <ul style="list-style-type: none"><li>• Welcome Remarks <b>c/o LGU</b></li><li>• His Excellency President Benigno Aquino III and PCW Women's Month Message <b>(to be read by LGU)</b></li><li>• Women's Month Message <b>c/o Local Chief Executive</b></li></ul> |
| 7:40 AM – 8:00 AM | Estado ni Juana: Report on the State of Filipino Women in the _____ (Region/Province/Municipality/Barangay)<br><b>c/o Local Chief Executive</b>   |
| 8:00 AM – 8:15AM  | Street Dance (closing activity)   |