



Announcement No. 40, s. 2019

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 : Museums and Galleries Month 2019 Celebration

Pursuant to Presidential Proclamation No. 798, s. 1991, the **National Commission for Culture and the Arts (NCCA)** leads the annual **Museums and Galleries Month (MGM)** celebration in October. This year's theme is "*Building the Nation, One Exhibit at a time*", which underscores the role of museums and galleries as instruments in creating national consciousness for Filipinos.

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

- Hanging of the MGM 2019 official streamers in all local government units, government-owned or controlled corporations with original charters, central and regional offices of national government agencies and state universities and colleges;
- Development, production and distribution of Information, Education, Communication (IEC) materials for MGM 2019 which include collaterals designed by NCCA;
- Participation in the online campaign thread about the celebration by uploading photos, news features and other information relative to MGM 2019 using the the hashtag: **#MGM2019** and **#MuseumsAndGalleriesMonth**;
- Uploading of MGM 2019 Calendar of Activities and advocacy materials in government agencies' website and social media accounts;
- Announcement of the MGM 2019 celebration in the Flag Raising Ceremony on September 30, 2019;
- Organization of and/or participation in museum and gallery related activities such as lecture, demonstrations, conferences, workshops and exhibits; and,
- Submission of proposed activities to the MGM Secretariat through email at mgmsecretariat.ncca@gmail.com for inclusion in the Calendar of Activities and Activity Implementation Report. MGM proposed Activities template may be downloaded at <https://tinyurl.com/Activities2019MGM>.

Bawat Kawani, Lingkod Bayani

Please visit the NCCA website at <http://www.ncca.gov.ph> for the design template of the MGM 2019 celebration streamer and download copies of available IEC materials.

For more information, agencies may coordinate with **Mr. Emmanuel Mabagos** at telephone no. 527-2192 loc. 339 or through mobile number 0956 - 8001095 or email at mgmsecretariat@gmail.com.


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Chairperson



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