

MALACAÑANG  
Manila

MPN 1002

BY THE PRESIDENT OF THE PHILIPPINES

PROCLAMATION NO. 372

DECLARING THE MONTH OF MAY AS PHILIPPINE ADVERTISING MONTH

WHEREAS, the Advertising Board of the Philippines (ADBOARD) serves as the umbrella organization and the governing body of the advertising industry of the Philippines;

WHEREAS, in line with the principle of People Empowerment, the ADBOARD has taken upon itself the role of the self-regulatory body of the entire advertising industry, thus protecting the interest of the consumers by imposing discipline among the different advertising sectors in the industry;

WHEREAS, the Adboard is celebrating its twentieth anniversary in May this year, and thus, it would be fitting to protect the role advertising plays not only as a source of consumer information and a legitimate promotional tool but also as a valuable help to business in achieving the goals of Philippines 2000.

NOW, THEREFORE, I, FIDEL V. RAMOS, President of the Philippines, by virtue of the powers vested in me by law, do hereby proclaim the month of May as "Philippine Advertising Month".

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the Republic of the Philippines to be affixed.

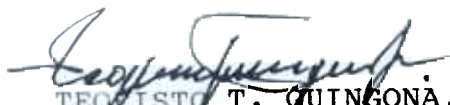
Done in the City of Manila, this 3<sup>rd</sup> day of May in the year of Our Lord, nineteen hundred and ninety four

By the President:

PMS LIBRARY

received

MAY 11 1994 *fdm*  
Date

  
TEODORO T. QUINGONA, JR.  
Executive Secretary

  
PMS LIBRARY BCODE007521