MEMORANDUM

TO: OIC – Assistant Schools Division Superintendent
    OIC – Chief, Curriculum Implementation Division
    OIC – Chief, School Governance and Operation Division
    Education Program Supervisors
    Public School District Supervisors
    Public and Private Elementary and Secondary School Heads/Administrators
    All Others Concerned

FROM: DR. ROMMEL C. BAUTISTA, CESO V
    Schools Division Superintendent

SUBJECT: 2018 NATIONAL HERITAGE MONTH

DATE: May 16, 2018

Attached herewith is DepEd Memorandum No. 080, s. 2018 Re: 2018 National Heritage Month.
For the information and guidance of all concerned.

UM 25 s. 2018
@LAP., 2018
DepEd MEMORANDUM
No. 080 s. 2018

2018 NATIONAL HERITAGE MONTH

To: Undersecretaries
   Assistant Secretaries
   Bureau and Service Directors
   Regional Directors
   Schools Division Superintendents
   Public and Private Elementary and Secondary School Heads
   All Others Concerned

1. The National Commission for Culture and the Arts (NCCA) through the Subcommission on Cultural Heritage (SCH), in partnership with the Filipino Heritage Festival Inc. (FHFI), will spearhead the celebration of the 2018 National Heritage Month (NHM) with the theme Pambansang Pagkakaisa Para sa Pamana/National Unity for Heritage in May 2018. The celebration is pursuant to Presidential Proclamation No. 439 dated August 11, 2003 entitled Declaring the Month of May as National Heritage Month.

2. The celebration aims to:
   a. create in the people a consciousness, respect, and love for the legacies of Filipino cultural history;
   b. raise material support for the protection of tangible and intangible things;
   c. strengthen awareness of cultural heritage sites, structures, and landscapes, and encourage participation in the preservation of these cultural legacies through various activities such as performing arts at these sites and/or visual art and fashion exhibits, thematic culinary events, as well as popular folk food fairs, design retrospectives and competitions, media and literary events, and homage to living traditions and intangible heritage; and
   d. project, promote, and celebrate Filipino multicultural traditions and indigenous peoples culture.

3. DepEd offices and schools are enjoined to support and undertake activities such as music/dance/theater performances, film and visual arts exhibits, visits to museums or cultural sites, or any other forms relevant to the theme. The 2018 NHM official streamers and other related collaterals are requested to be displayed. The streamer template, calendar of activities, and other details are available through the NCCA website and social media accounts: http://ncca.gov.ph/, https://www.instagram.com/ncca/, and https://twitter.com/NCCAOfficial.
4. The NCCA also invites participation to the #ParaSaPamana online advocacy campaign—a photo essay contest in Facebook aimed to spread awareness and encourage the public to join in the advocacy of preserving our cultural and historical heritage. The contest will run from May 1 to 20, 2018. Twenty entries will be given special prizes for participating in the contest. Complete contest mechanics can be found on the enclosure to this Memorandum.

5. For more information, contact **Ms. Eileen Rudi** of the Cultural Heritage Section, National Commission for Culture and the Arts (NCCA), 633 General Luna Street, Intramuros, Manila through telephone no. (02) 527-2192 local 339, mobile phone no. 0926-062-6345 or email at scb@ncca.gov.ph.

6. Immediate dissemination of this Memorandum is desired.

\[Signature\]

LEONOR MAGTOLIS BRIONES  
Secretary

Encl.:  
As stated

Reference:  
DepEd Memorandum No. 88, s. 2012

To be indicated in the Perpetual Index  
under the following subjects:

- BUREAUS AND OFFICES
- CELEBRATIONS AND FESTIVALS
- CULTURE AND ARTS
- CULTURAL EVENTS/SHOWS
- OFFICIALS
- PRIZES
- SCHOOLS
- VISIT

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0318-April 13/17/19, 2018