

**BY THE PRESIDENT OF THE PHILIPPINES**

**PROCLAMATION NO. 242**

**DECLARING THE PERIOD FROM AUGUST 26 TO 31, 2002, AS "PHILIPPINE ADVERTISING WEEK"**

**WHEREAS**, the Association of Accredited Advertising Agencies (4A's) is a non-stock, non-profit organization composed of various advertising agencies whose common objective is the promotion of and the development of the advertising agency business in conjunction with the advertising industry's goals;

**WHEREAS**, the Association will be celebrating its 25<sup>th</sup> anniversary with an advertising summit on August 29 to 31, 2002 at the Westin Philippine Plaza;

**WHEREAS**, it is necessary to focus our national attention on the role which the advertising industry plays in national development and uplifting the moral and social consciousness of the Filipino people;

**WHEREAS**, it is imperative and there exists a need to increase awareness on the social responsibility of each Filipino in the course of achieving national unity and national progress through the development of advertising messages conceptualized, implemented and delivered by members of the advertising industry;

**WHEREAS**, the 4 A's believes in the thrust of government in fostering social responsibility in line with its vision of protecting the general public and further believes in the goal of helping government's effort in its Moral Recovery Program in order to achieve National Unity.

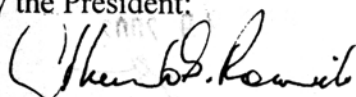
**NOW, THEREFORE, I, GLORIA MACAPAGAL-ARROYO**, President of the Philippines, by virtue of the powers vested in me by law, do hereby declare the period from August 26 to 31, 2002, as "**PHILIPPINE ADVERTISING WEEK**".

**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 26<sup>th</sup> day of August, in the year of Our Lord, two thousand and two.



By the President:



**ALBERTO G. ROMULO**  
Executive Secretary

