



Republic of the Philippines
Department of Education

DM01-100

03 MAY 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 sch@ncca.gov.ph.

6. Immediate dissemination of this Memorandum is desired.


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

2018 National Heritage Month

ACKNOWLEDGMENT RECEIPT

RECEIVED BY:


DIOSDADO M. SAN ANTONIO

Director IV

Schools Division Superintendent
Division of: _____

District Supervisor
District of: _____

RECEIVED AND DISSEMINATED BY:

School Principal

Name of School

District: _____

Division of: _____

ICT Unit