



September 9, 2013

MEMORANDUM CIRCULAR
NO. 2013-97

TO : ALL PROVINCIAL GOVERNORS, CITY MAYORS, MUNICIPAL MAYORS, THE ARMM REGIONAL GOVERNOR, AND DILG REGIONAL DIRECTORS

SUBJECT : OBSERVANCE OF THE 2013 ANIMAL WELFARE WEEK

Presidential Proclamation No. 715 dated October 11, 2004, declares the 1st week of October of every year as the Animal Welfare Week.


The 2013 Animal Welfare Week Celebration with the theme "*Sa Bansang Progresibo, Pagpapahalaga sa Hayop ay Aktibo*", will formally open on September 29, 2013, through an *Animal Welfare Walk* at the Quezon Memorial Circle, Quezon City. This is a parade of animals to be headed by the Bureau of Animal Industry, Department of Agriculture, to be participated in by representatives from concerned national government agencies, NGOs and other animal welfare advocates, with the special participation of the Philippine National Police and its Band.

In support of the said *Animal Welfare Week Celebration*, all local chief executives and local veterinary officers of the National Capital Region are encouraged to participate in the Animal Welfare Walk. For related matters, you may coordinate with Dr. Maria Gracia N. Flores, Bureau of Animal Industry, Department of Agriculture at Telephone No. 920-04-21.

In observance of the Animal Welfare Week, Local Chief Executives outside the National Capital Region are likewise encouraged to undertake related activities, such as, but not limited to the following:

- a. Displaying/hanging of streamers, posters and other information materials in conspicuous places;
- b. Briefing during the flag raising ceremony;
- c. Posting Animal Welfare related information materials in the office website;
- d. Organizing fora or conducting seminars relative to animal welfare; and
- e. Conducting other activities relevant to the subject matter.

DILG Regional Directors and the ARMM Regional Governor are hereby directed to cause the widest dissemination of this Circular to local governments within their respective jurisdictions.


MAR ROXAS
Secretary

