



# RURAL BANKERS ASSOCIATION OF THE PHILIPPINES

NO. 001-2017

## MEMORANDUM

**TO: RBAP MEMBER BANKS**  
**FROM: GIOVANNI D. GABRIENTO, President**  
**DATE: 03 AUGUST 2017**  
**SUBJECT: 65<sup>TH</sup> RURAL BANKING CONSCIOUSNESS WEEK - AUGUST 21-25, 2017**

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Pursuant to Presidential Proclamation No. 362 issued on 24 August 2000 (see attached), the Rural Bankers Association of the Philippines spearheads the celebration of the **“Rural Banking Consciousness Week”** this **August 21-25, 2017**.

The theme for this year is **“Rural Banks: Better Access to Financial Services in the Countryside”**. Our nationwide reach placed rural banks at the forefront of financial inclusion wherein the farmers and fisher folks, and millions of household in the countryside are given access to various financial products and services. The commitment of the industry is to spur growth and development in the communities that we serve. It is vital that a continuing effort to educate the Filipinos about the contribution of rural banks in economic development is sustained.

We request all rural banks to join us in celebrating the **Rural Banking Consciousness Week** by displaying the prescribed tarpaulin layout (see attached) in the premise of all of your offices and branches from **August 21 to 25, 2017**. The preferred size is 3 ft. x by 8 ft. but may be adjusted accordingly.

Thank you and Mabuhay ang Rural Banking!

Very truly yours,

  
**GIOVANNI D. GABRIENTO**  
President