



*Bank deposit mo, protektado!*

## **NEWS/PRESS RELEASE**

PR-044-21

**Date of Release:** June 15, 2021

**FOR IMMEDIATE RELEASE**

### **PDIC spearheads observance of 19th Depositor Protection and Awareness Week (DPAW) on June 16-22**

The Philippine Deposit Insurance Corporation (PDIC) leads the nationwide observance of the 19th Depositor Protection and Awareness Week (DPAW) on June 16-22, 2021 with the theme, "*Maniguro, Mag-impok, Mag-deposito sa Bangko.*"

The observance of DPAW is mandated by Presidential Proclamation No. 358 s.2003, which aims to help strengthen the Philippine banking system through enhanced depositor confidence that will help sustain economic growth. This year's DPAW celebration aims to promote the consistent habits of saving and depositing in banks to help secure one's future, especially in times of uncertainty.

During the weeklong observance, the PDIC is set to roll out its "*Maniguro, Mag-bangko*" nationwide digital and multimedia campaign through TV, radio, print, and social media to highlight the values of responsible banking and making informed financial decisions, especially in this time of pandemic. The campaign includes radio and TV infomercials, audio-visual presentations and social media materials designed to help the public better understand the PDIC's mandates and its role in promoting a financially literate nation.

As partners in promoting the message of DPAW, the PDIC enjoins all banks to support this weeklong observance by displaying the DPAW electronic banner and other DPAW materials on their ATM screens, LED monitors in bank premises, websites and social media pages for the duration of the DPAW.

To maximize reach, the DPAW information materials are posted on the PDIC website, [www.pdic.gov.ph](http://www.pdic.gov.ph), and PDIC's official Facebook page, [www.facebook.com/OfficialPDIC](https://www.facebook.com/OfficialPDIC) for the public to share as a way to promote the message of "*Maniguro, Mag-impok, Mag-deposito sa Bangko.*"

The 19th DPAW will culminate on June 22, 2021 on PDIC's 58th anniversary. With its more than five decades of public service, PDIC commits to continue

championing depositor protection, good governance and financial stability in the fulfillment of its mandates and advocacy for financial literacy.

As the state deposit insurer, the PDIC is mandated to protect depositors through the maximum deposit insurance coverage of PhP500,000 per depositor, per bank.



\* \* \* \* \*

The Philippine Deposit Insurance Corporation (PDIC) was established on June 22, 1963 by Republic Act 3591 to provide depositor protection and help maintain stability in the financial system by providing deposit insurance. Effective June 1, 2009, the maximum deposit insurance coverage is PhP500,000 per depositor. All deposit accounts by a depositor in a closed bank maintained in the same right and capacity shall be added together. A joint account shall be insured separately from any individually-owned deposit account.

PDIC news/press releases and other information are available at the website, [www.pdic.gov.ph](http://www.pdic.gov.ph).

Corporate Communications Dept.

Tel: (02) 8841-4636 to 39

Trunkline: (02) 8841-4000

Website: [www.pdic.gov.ph](http://www.pdic.gov.ph)

Email: [ccd@pdic.gov.ph](mailto:ccd@pdic.gov.ph)

Facebook: [www.facebook.com/OfficialPDIC](https://www.facebook.com/OfficialPDIC)

Twitter: [@OfficialPDIC](https://twitter.com/OfficialPDIC)