

# PRESS RELEASE

## PSA-Benguet Commemorates National Statistics Month with IEC, Slogan, and Poster-Making Contest at King's College of the Philippines

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*Students from King's College of the Philippines showcase their creativity and enthusiasm during the National Statistics Month Celebration Poster & Slogan Making event.*

**LA TRINIDAD.** October has been officially recognized as National Statistics Month since former President Corazon C. Aquino declared it in Presidential Proclamation No. 647 on September 20, 1990. In celebration of this annual observance, the Philippine Statistics Authority-Benguet successfully conducted an event featuring an Information and Education Campaign (IEC), along with slogan and poster-making activities at King's College of the Philippines on October 16, 2024.





The event was spearheaded by the Philippine Statistics Authority - Benguet and led by Tagaban C. Aquino, Registration Officer II, who conducted an informative IEC focusing on Civil Registration Services. Participants gained valuable insights into the significance of civil registration and its critical role in national statistics. In addition, Marilyn M. Santiago, Supervising Statistical Specialist, discussed the Overview of PSA, Result of the 2020 Census of Population & Housing, and the Overview of the 2024 POPCEN-CMBS Implementation.

Following this campaign, attendees engaged in a Poster and Slogan Making Activity centered on the theme “Advancing Data and Statistics Through Digital Transformation: A Road to an Empowered Nation.” This activity not only fostered creativity among the students but also encouraged them to articulate their understanding of how digital transformation can empower individuals and communities through the effective use of data and statistics.

In total, eighty-two participants took part in the event. Fourteen Senior High School students showcased their creativity and understanding of the theme in the slogan contest. Additionally, eight pairs of students from various Senior High School strands collaborated on the poster-making activities, further highlighting the diverse talents within the student body.

The event aimed to raise awareness and inspire the younger generation to recognize the importance of data in their everyday lives and decision-making processes. By engaging students in these creative activities, the organizers sought to emphasize how data and statistics play a vital role in shaping informed citizens who can contribute meaningfully to society. This initiative not only nurtures creativity but also fosters a deeper appreciation for the value of data in addressing real-world issues and promoting progress.

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