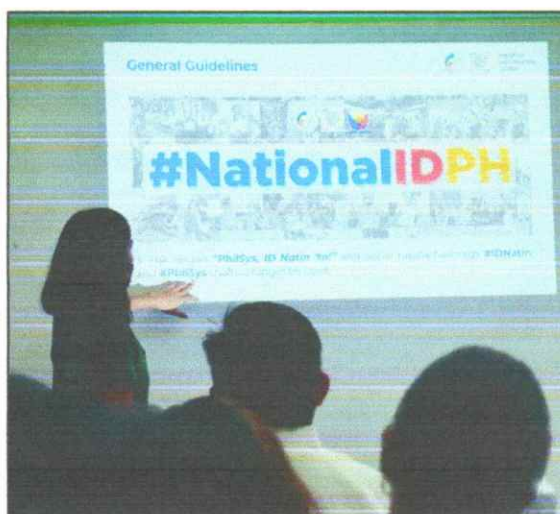




# PRESS RELEASE

## PSA Abra's Information Officer Conducts Cascading Sessions on National ID Rebranding

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*IO I Perez conducting cascading about National ID Rebranding*

**21 March 2025 — Bangued, Abra.** The Philippine Statistics Authority (PSA) Abra Provincial Statistical Office had successfully conducted series of cascading sessions aimed at disseminating information regarding the rebranding of the National Identification System. Information Officer I (IO I) Angelee Ann B. Perez facilitated and conducted these sessions with the National ID personnel on two (2) batches, PSO personnel, CRS - Bangued Outlet Personnel, and Municipal Civil Registrars on January 18 & 31, February 15, and March 3 & 7, 2025, respectively.

The rebranding initiative necessitates a comprehensive communication strategy designed to enhance public understanding and promote stronger and more recognizable brand identity and broader acceptance of the National Identification System among the public. The cascading sessions served as a crucial platform for the PSO to clarify the rationale and objective behind the rebranding. Discussed also were the scope, limitations,



new slogan, and implementation and monitoring of the National ID rebranding of the Provincial Statistical Offices (PSOs). IO I Perez emphasized the importance of these cascading sessions in ensuring a smooth transition and fostering public confidence in the rebranded National ID system. "Our goal is to ensure that all stakeholders and interested parties are well-informed about the changes and understand the significant benefits of the National ID System and these sessions provide a valuable opportunity for PSO Abra to engage directly with the community and address any misconceptions.", the IO I stated.

The PSA Abra PSO remains committed to promoting the National ID System and ensuring its successful implementation. The agency aims to build a strong foundation of public trust and support for the National ID system and its widespread implementation and utilization by conducting these cascading sessions.

For more information or inquiries about NID System, please contact Registration Officer II and National ID Focal Person Jonnel P. Aveño at 0926-832-7316 or visit the National ID Registration Center located at PSA-Abra, DZPA Bldg., Rizal St., Zone 6, Bangued, or message the PSO Abra Official Facebook Page at <https://www.facebook.com/PSACARAbra/>.

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