



PRESS RELEASE

(14 February 2018)

Pag-IBIG sponsors mass wedding for more than 2,000 couples nationwide on Valentine's Day

Today, February 14, Pag-IBIG Fund holds its seventh "I Do, I Do! Araw ng Pag-IBIG," a mass wedding for Pag-IBIG member-couples.

More than 2,000 couples are expected to participate this year in 16 venues nationwide. At the Philippine International Convention Center's Forum Tent in Pasay City, almost 400 couples are expected to say "I Do!" The 15 other venues are in Davao City, Antipolo City, Angeles City, Malolos City, Luna in La Union, Ilagan in Isabela, Diffun in Quirino, Calamba City, San Pablo City, Calapan City, Naga City, Cebu City, San Jose in Antique, General Santos City, and Zamboanga City.

"This is how we celebrate Araw ng Pag-IBIG on Valentine's Day. The mass wedding is our way of helping couples formalize their marriage at the same time enjoy the benefits of Pag-IBIG Fund membership. We are one with President Rodrigo Roa Duterte's directive of helping Filipino families utilize social benefits provided by government institutions like Pag-IBIG Fund," said the Chairperson of the Housing and Urban Development Coordinating Council (HUDCC) and the Pag-IBIG Fund Board of Trustees, Secretary Eduardo D. del Rosario.

"Through this event, we help members who do not have the financial means to formalize their union. This is Pag-IBIG Fund's way of showing that it is not only a savings institution and provider of housing finance, but is also a supporter in building happy families," Pag-IBIG Fund Chief Executive Officer (CEO) Acmad Rizaldy P. Moti said.

Since its start in 2012, Pag-IBIG Fund helped wed more than 18,000 couples nationwide.

Pag-IBIG Fund Deputy CEO for Member Services Cluster, Alexander Hilario G. Aguilar, added that kabuhayan packages, household items and appliances, and cash gifts are to be raffled off at the venues.

The "I Do, I Do! Araw ng Pag-IBIG" has won several awards in the past years, including the first Philippine Quill for a Government Communication Program from the International Association of Business Communicators (IABC) Philippines in 2013. It has also won the Bronze Award for Advocacy Communications under the category of Responsible Parenthood at the Araw Values Awards 2014. It was also cited by the TV show, Philippine Book of Records, as having the "most number of couples in a nationwide mass wedding" in 2014. (END)

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