



PRESS RELEASE

PhilSys names Official Ambassadors via Virtual Launch

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The Philippine Statistics Authority (PSA) announced on Monday, 25 October 2021 the official ambassadors for the Philippine Identification System (PhilSys). In a virtual launch on the official PhilSys Facebook Page, celebrity couple Sarah Geronimo-Guidicelli and Matteo Guidicelli introduced to the audience the PhilSys Registration process.

“Nagpapasalamat po kami sa Philippine Statistics Authority sa pagpili sa amin bilang PhilSys ambassadors. Marami pong benefits na makukuha ang mamamayang Pilipino with the Philippine Identification System,” said Sarah.

Matteo added, *“Nung nalaman po namin ‘yung tungkol dito sa National ID, I was very excited, I even told Sarah about it. Talagang na-excite kaming dalawa, kasi maraming matutulungan [ang PhilSys] sa bansa natin and abroad.”*

The 20-minute video, hosted by Director Vinci Beltran of the Presidential Communications Operations Office (PCOO), PSA’s official campaign partner for the PhilSys, featured Mr. and Mrs. Guidicelli who gave a run through of the basic but crucial information about PhilSys such as its benefits and other essential terms like the PhilSys Number (PSN) and the PhilSys Card Number (PCN).

The couple also got the opportunity to experience the Online Step 1 Registration for themselves by logging on to the official PhilSys registration portal. They demonstrated the fast and easy process of completing this step, which is the first out of three important steps to the PhilSys registration.

As Mr. and Mrs. Guidicelli broke down the steps to the PhilSys registration process for the audience, they also gave brief reminders on protocols to



follow to ensure the registrants' safety throughout the rest of the registration process. Step 2 Registration and Step 3 Registration, which would involve brief face-to-face interactions with registration staff and delivery service providers, the registrants needs to be reminded of proper disinfection after every transaction. Mr. and Mrs. Guidicelli underscored that physical distancing, and wearing of face masks and face shields at registration centers are just as important.

As a final note, Mr. and Mrs. Guidicelli urged the public to seize the opportunity to register to the PhilSys. *“Mga kababayan, narito na ang PhilSys. Hinihikayat po namin kayo na mag-register [because] this will be great for our country,”* said Matteo. Meanwhile, Sarah encouraged Filipinos to help register their family and friends.

The briefer video featuring our PhilSys ambassadors is available for viewing at <https://tinyurl.com/yjsx9paw>. The PSA-PCOO partnership has previously introduced the #IDNatin, the official campaign brand for the PhilSys, and the PhilSys Jingle, composed and produced by HIT Productions Inc., as featured in the briefer video.

For the latest on PhilSys, visit the official PhilSys website (<https://philsys.gov.ph>) or Facebook page (www.facebook.com/PSAPhilSysOfficial/). You may also reach the PhilSys Registry Office via hotline number 1388 or e-mail at info@philsys.gov.ph. For the online Step 1 Registration, kindly go to <https://register.philsys.gov.ph>.

- *PhilSys Registry Office*