

# PRESS RELEASE

## Ilocos Region Conducts its Official Press Launch of the 2024 POPCEN-CBMS

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**PSA officials and members of the Regional Census-CBMS Coordinating Board of Ilocos Region post for a photo opportunity during the ceremonial launching of the 2024 POPCEN-CBMS.**

To officially declare the conduct of the 2024 Census of Population and Community-Based Monitoring System nationwide, the Regional Statistical Services Office I, with the leadership of Regional Director, Atty. Sheila O. De Guzman conducted the Press Launch in Ilocos Region on 12 July 2024 in San Juan, La Union.

The press launch was attended by the officials from the Philippine Statistics Authority (PSA) Regional and Provincial Field Offices, Regional Census-CBMS Coordinating Board (RCCB) members, local media partners, academic institutions and Local Government Units in the region. The said activity was also streamed online via Facebook live at PSA Ilocos Region page for wider information dissemination.



The ceremonial launching of the 2024 POPCEN-CBMS was headed by Regional Director De Guzman together with Supervising Statistical Specialist/Officer-in-Charge of the Statistical Operations and Coordination Division, Teresa B. Olarte, Chief Statistical Specialist (CSS) Marilyn P. Vergara of the Provincial Statistical Office (PSO) of Ilocos Norte, CSS Jeanette M. Marzan of PSO-Ilocos Sur, CSS Danites E. Teñido of PSO-La Union, CSS Edgar M. Norberte of PSO-Pangasinan, Assistant Regional Director Anniely J. Ferrer of the Department of Social Welfare and Development Field Office I (DSWD FO I), and other RCCB members of Ilocos Region.

The statistical operation begins on 15 July (Monday) and ends on 16 September 2024. The Ilocos Region has a total of 4,342 hired personnel who will conduct the enumeration to all households and institutional living quarters in the region and obtain timely and accurate data for government planning and program implementation towards improved quality of life for all Filipinos.

**ATTY. SHEILA O. DE GUZMAN**  
Regional Director, RSSO 01

Designation	Initial	Date
SSS	TBO <i>in</i>	17 July 2024
SS II	MNC <i>newf</i>	17 July 2024
SA (COSW)	ZZFD <i>zzfd</i>	17 July 2024



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