



# PRESS RELEASE

## PSA Region XI Launches Rehistro Bulilit Campaign to Boost Child Registration


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The Philippine Statistics Authority (PSA) has launched the Rehistro Bulilit Campaign to significantly increase the registration of children aged one to four years old. As of 26 July 2024, only 947,960 children had been registered, just 12.3% of the projected 7.18 million for the year, underscoring the need for greater participation in the National ID registration process.

To encourage families to participate, the PSA has incorporated fun elements into the campaign, such as snacks and tokens for attendees. As of 29 October 2024, the campaign has successfully registered 1,612 children in Region XI, contributing to a total of 51,168 registrations nationwide, which is 14.53% of the 2024 target of 352,152.

The PSA encourages all parents and guardians to seize this opportunity, highlighting that registering a child for the National ID unlocks access to essential services, including school enrollment, scholarship applications, student assistance programs, and opening junior savings accounts at banks. The campaign is ongoing, and parents are urged to visit nearby registration centers to ensure every child is accounted for and can fully benefit from the advantages of having a National ID.

  
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