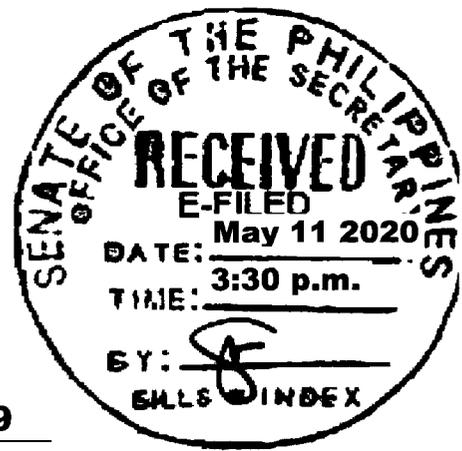


EIGHTEENTH CONGRESS OF THE )  
REPUBLIC OF THE PHILIPPINES )  
First Regular Session )



SENATE

Proposed Senate Resolution No. 399

---

Introduced by Senator FRANCIS N. PANGILINAN

---

**RESOLUTION**

**HONORING THE LATE COMMUNICATIONS LUMINARY AND FORMER SECRETARY OF THE DEPARTMENT OF TOURISM RAMON A. JIMENEZ, JR. FOR HIS REMARKABLE CONTRIBUTIONS TO PHILIPPINE TOURISM, THE ADVERTISING AND COMMUNICATIONS INDUSTRY, NATION-BUILDING, AND OUR PARTICIPATIVE DEMOCRACY**

*WHEREAS*, the leadership of the late Ramon A. Jimenez, Jr. imbued Philippine tourism with a lasting strategic direction;

*WHEREAS*, the “It’s More Fun in the Philippines” campaign remains a reminder of what can be achieved with creativity and foresight, bringing heretofore unprecedented achievements for the tourism industry, almost doubling tourism arrivals and revenues during his term as Secretary of the Department of Tourism and raising global awareness for the Philippines as a top tourism destination;

*WHEREAS*, such achievements redounded to the economic well-being of countless Filipinos, creating jobs and businesses, and expanding the horizon of opportunity for many of our countrymen;

*WHEREAS*, the success of his tenure as Tourism chief strengthened values that contribute greatly to nation-building, deepening our people’s sense of national pride;

*WHEREAS*, the advertising industry mourns the passing of a master from whose genius emanated numerous campaigns for Filipino businesses, the growth of which redounded to the nation's economic progress;

*WHEREAS*, Mr. Jimenez has mentored countless young talents in advertising, communications, and public service, many of whom have exhibited indebtedness and a commitment to upholding his values and reflecting his love of country, as evidenced by the steady flow of tributes and eulogies in the days after his passing;

*WHEREAS*, he remains loved and respected by all who engaged with him, who recognize not only his formidable talents as a communicator, but his integrity and incorruptibility, his humility, his fairness, and his love of country;

**WHEREAS**, throughout his life, Mr. Jimenez was an unwavering advocate for communications as an instrument of inclusiveness, affirming dialogue and truth-telling as vital cornerstones of our democracy;

**WHEREAS**, his career in both the public and private sector reflect a steadfast commitment to truth-telling as the most powerful instrument of persuasion, as opposed to other processes and strategies that have become increasingly prevalent, especially in the age of social media, big data, microtargeting, and algorithmic bias;

**WHEREAS**, Mr. Jimenez's love of truth and love of country only approximate his love of his family, particularly his late wife Abby Jimenez, whom he now joins in his passing;

**NOW, THEREFORE, RESOLVED, AS IT IS HEREBY RESOLVED** by the Senate of the Philippines to honor the late communications luminary and former Secretary of the Department of Tourism Ramon A. Jimenez, Jr. for his remarkable contributions to Philippine tourism, the advertising and communications industry, nation-building, and our participative democracy.

*Adopted,*



FRANCIS N. PANGILINAN