- Marketing / Anniversaries—QC 85th Founding Anniversary

QC marks 85th year with unique 3-day sales promo

Manila Standard · 2 Oct 2024 · A6

QUEZON City celebrates its 85th founding anniversary with a unique sales promotion project for the benefits of local consumers, in partnership with key business and retail establishments.



Mayor Joy Belmonte said the threeday event dubbed "QC Day Sale," to be held Oct. 11 to 13, is a collaboration with the Philippine Retailers Association (PRA), the Philippine Chamber of Commerce and Industry-Quezon City (PCCIQC), and major mall operators.

"This initiative is expected to stimulate economic activity, generate business opportunities, and support local enterprises. Additionally, this is a gift of the city government for our QCitizens in connection with the 85th year of our city," Belmonte said.

The event also aims to underscore the business sector's' role as a key player in the city's journey toward progress, as indicated by the theme for this year's anniversary, "Tayo ang QC," the city government said in a statement.

To align with the anniversary celebration, Belmonte said participating businesses were encouraged to offer discounts or generous deals to consumers.

"Businesses also have the flexibility to propose other creative offers, including freebies or other value-added incentives," the mayor stated.