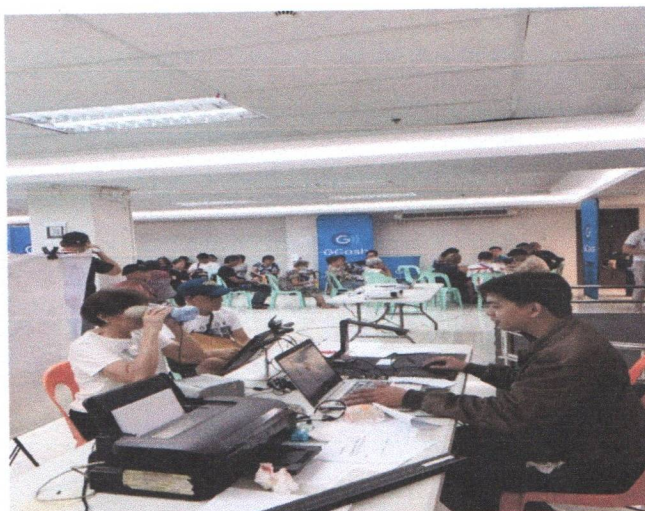
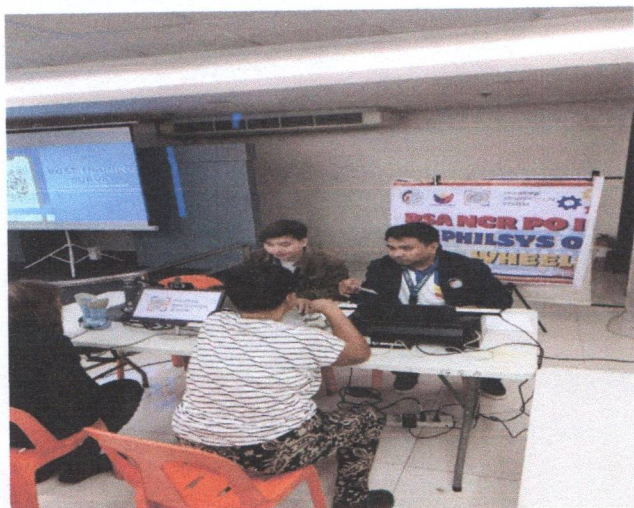


PRESS RELEASE

“GCash Caloocan LGU Event: Seniors Day”

Date of Release: 31 July 2025

Reference No. PR 2025-03



National ID Personnel during Step 2 Registration and Issuance of ePhilID

GCash Partners with Caloocan City Hall for “Seniors Day” to Help Elderly Access Financial Assistance

Caloocan City, July 28, 2025 – GCash, the Philippines’ leading mobile wallet, in partnership with the Caloocan City local government and PSA National Capital Region Provincial Office NCR IV, successfully held an LGU Event: Seniors Day. The event was dedicated to assisting senior citizens in claiming their financial assistance through digital means and helping them fully verify their GCash accounts using their National IDs.





"Seniors Day" provided a seamless digital onboarding experience for Caloocan's elderly residents, empowering them with greater access to financial services through GCash. With the support of the National Identification System and eGov PH services, seniors were guided through the verification process to ensure secure and convenient access to their financial aid.

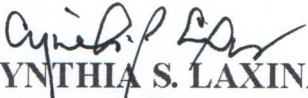
A key accomplishment of the event includes:

- **14 senior citizens successfully registered for National ID**
- **24 clients received their National ID in Paper form (ePhilID)**
- **5 clients generated their Digital National ID via eGov**

"We are proud to support the LGU of Caloocan in this initiative to bridge the digital gap for our senior citizens," said Dr. Marilyn De Jesus – Officer-In-Charge Office for Senior Citizen Affairs (OSCA). "Through GCash and our partnerships with government agencies, we're making it easier for seniors to receive the assistance they deserve — safely, securely, and conveniently."

This initiative is part of GCash's continued efforts to promote financial inclusion and support local government programs aimed at improving the lives of Filipino citizens.

Approved by:


CYNTHIA S. LAXINA
(Supervising Statistical Specialist)
Officer-In-Charge PSA NCR IV