



Republic of the Philippines
National Electrification Administration

22 February 2010

MEMORANDUM No. 2010-004

TO : ALL ELECTRIC COOPERATIVES
SUBJECT : Earth Hour 2010

With the utmost support of the electric cooperatives in the success of Earth Hour 2009, we were given recognition for our priceless contribution to its success. This undertaking is a major step in our continuing partnership toward a serious and sustained action on global warming through more responsible lifestyles and energy practices.

This year's Earth Hour proves to be even more important and significant, as it aims to empower individuals to commit to the challenge of solving the climate change crisis. It also aims to send the message to world leaders that we, the citizens of the world, demand commitment to actions that would reduce greenhouse gas emissions for the benefit of the planet.

Per Memorandum from the Office of the President dated 03 February 2010, the National Electrification Administration (NEA) and the electric cooperatives (ECs) once again are enjoined to participate in the celebration of the Earth Hour 2010 which will resonate **at 8:30pm to 9:30pm on Saturday, 27 March 2010.**

The ECs as part of the Energy Sector play an important role in this campaign, hence, we encourage you to participate through the following activities:

- Displaying tarpaulins/streamers/posters which show your commitment to the Earth Hour in your headquarters and area offices
- Encouraging your officials, employees and member-consumers to switch-off majority or all of their lights in their respective houses
- Coordinating with community organizations to disseminate the importance of this event
- Other means to promote Earth Hour 2010 such as radio program, official newsletter, official website

For more information kindly visit www.earthhour.org and **sign up** at <http://greenarmynetwork.net/earthhour2010> to be counted. Please fax your plan of activities in support of the said program to Public Affairs Office telefax no. (02) 929-2237 not later than March 8, 2010.

Please download the Earth Hour 2010 collaterals (primer and template for tarpaulin/streamer or poster) at www.nea.gov.ph for your reference.


EDITA S. BUENO
Administrator

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ADMINISTRATION

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