



07 July 2014

**MEMORANDUM TO ALL ELECTRIC COOPERATIVES**

**SUBJECT : National Electrification Awareness Month (NEAM)**

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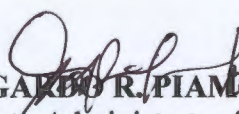
Executive Order No. 1743 signed on March 16, 2009 declared August of every year as the National Electrification Awareness Month (NEAM). On its 5<sup>th</sup> year of celebration, NEAM has for its theme, **"More Power @ 45"**. This occasion will coincide with the 45<sup>th</sup> Foundation Anniversary of the National Electrification Administration (NEA).

NEAM is being celebrated to instill consciousness among various publics on the status of electrification in the country particularly in rural areas. It also aims to promote appreciation of the benefits that electricity brings in improving the socio-economic condition of the Filipinos.

Electric Cooperatives (ECs), as NEA's partner in pursuing the cause of the Rural Electrification (RE) Program provide the necessary channel to reach wider audiences and serve as effective instruments to raise their awareness. Among the activities lined-up this year are the NEA-ECs Consultative Conference, RE Book Launching, nationwide tree-planting activity and the ceremonial switch-on of the 10 millionth consumer connection.

In view of the above, may we request your cooperative to participate and support the NEAM by way of posting/displaying tarpaulins or banners in your respective headquarters/offices. Likewise, we encourage you to come up with your own activities related to the said celebration during the month of August. Attached is the downloadable template or you may visit [www.nea.gov.ph](http://www.nea.gov.ph) for ready access of the material. Further, may we request you to enjoin commercial and industrial member-consumers to participate in the NEAM activities.

Should you have any queries regarding this matter, you may call the Public Affairs Office at (02) 9292237/9291909 local 153 or at [pao\\_nea@yahoo.com](mailto:pao_nea@yahoo.com). Thank you and we look forward to your active participation in this undertaking.

  
**EDGARDO R. PIAMONTE**  
Deputy Administrator for Electric Distribution Utilities Services  
and Chairperson, Working Committees  
2014 NEAM and NEA 45<sup>th</sup> Anniversary



name of the electric cooperative



JOINS THE NATIONAL ELECTRIFICATION ADMINISTRATION IN ITS CELEBRATION OF

# National Electrification Awareness Month

**“More Power @ 45”**

**AUGUST 2014**

