



23 July 2013

**MEMORANDUM TO ALL ELECTRIC COOPERATIVES**

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

.....

Executive Order No. 174 signed on March 16, 2009 declared August of every year as the National Electrification Awareness Month (NEAM). On its 4<sup>th</sup> year of celebration, NEAM has for its theme, *"Electricity: an Enabler in Improving Lives in the Countryside"*. This occasion will coincide with the 44<sup>th</sup> Foundation Anniversary on NEA.

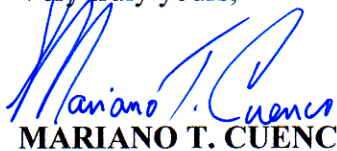
NEA is being celebrated to instill consciousness among various publics on the status of electrification in the country particularly in rural areas. It also aims to promote appreciation of the benefits that electricity brings in improving the socio-economic condition of the Filipinos.

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, the nationwide tree-planting activity and the build-up activities for the energization 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 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 celebration.

Thank you and we look forward to your active participation in this undertaking.

Very truly yours,

  
**MARIANO T. CUENCO**

Chairperson, Working Committees  
2013 NEAM and NEA 44<sup>th</sup> Anniversary

LOGO

# AGENCY NAME #



JOINS THE NATION IN THE CELEBRATION OF

# National Electrification Awareness Month



“Electricity: An Enabler in  
Improving Lives in the Countryside”

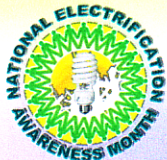
**AUGUST 2013**

**Filename : NEAM 2013\_DETAILS\_sample only**



JOINS THE NATION IN THE CELEBRATION OF

# National Electrification Awareness Month



“Electricity: An Enabler in  
Improving Lives in the Countryside”

**AUGUST 2013**

**Filename : NEAM 2013\_3ftx8ft\_TEMPLATE FOR DOWNLOAD**