



18 July 2018

MEMORANDUM No. 2018-042

TO : **ALL ELECTRIC COOPERATIVES**

SUBJECT : **9th National Electrification Awareness Month (NEAM) celebration**

Proclamation No. 1743 signed on March 16, 2009 declared August as the National Electrification Awareness Month (NEAM). This year, NEAM will be on its 9th year with the theme, "*Electricity Access for All: A Platform for Nation Building*". It will coincide with the 49th NEA Foundation Anniversary celebration.

In commemoration of these occasions, NEA will be holding different activities which will intensify communication of what the Rural Electrification (RE) Program has attained in almost five decades.

The Electric Cooperatives (ECs), as NEA's partners, play an important role in raising the awareness of various and wider audiences up to the grassroots level through the various information and communication channels available.

In view of the above, we enjoin all ECs to actively participate in the month-long celebration of NEAM through the following initiatives:


- 1) Organizing related activities;
- 2) Posting/display of tarpaulins/banner in the EC's respective offices; and
- 3) Promoting NEA's social media page @OfficialNEA by Liking and Sharing the page itself

In addition, we encourage the participation of all EC information and communication officers, in partnership with the League of Information and Communication Officers Nationwide (LEXICON), to mobilize and hold activities that will make the event successful.

The template of the NEAM tarpaulin/banner is downloadable from the NEA website at www.nea.gov.ph. Further, may we earnestly request you to enjoin public/government offices, commercial and industrial member-consumer-owners (MCOs) in your area coverage to participate in the celebration through the display of NEAM tarpaulin/banner.

For any query, please contact the Corporate Communications and Social Marketing Office (CCSMO) at Telephone No. 929-2237 or 929-1909 Local 153.

We look forward to your continued support in this undertaking.


EDGARDO R. MASONGSONG
Administrator



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Handwritten initials/signature

cf.: EC-GMS/ISD Managers/Lexicon Officers