
DENR-FMB Tree Hugging Campaign

1 message

IEC FMB <fmb.iecgroup@gmail.com>

Wed, Feb 9, 2022 at 5:02 PM

Bcc: mimaroparegion@denr.gov.ph

Dear Sir/ Madam,

Greetings!

As part of the awareness raising efforts on the importance of nurturing forests and the benefits of tree hugging to a person's well-being, the **Department of Environment and Natural Resources (DENR)**, through the **Forest Management Bureau (FMB)**, spearheads the conduct of an awareness campaign entitled **"Tree Hugging Campaign"** on **14 to 18 February 2022**.

Specifically, the activity aims to achieve the following objectives:

1. To promote the social/health benefits that we can derive from nurturing trees/forests;
2. To raise awareness on the importance of tree hugging movement; and
3. To introduce an alternative way of celebrating Valentine's Day (February 14) by showing and expressing the love and care for the environment through tree hugging.

In this regard, **you are hereby invited to join** the Tree Hugging Campaign. The mechanics on how to join the campaign is enclosed in the *attached Memorandum* for your information and ready reference. We also encouraged your Office to display the prescribed tarpaulin to mark the said celebration in your office premises. The electronic copy can be accessed through this link: <https://bit.ly/35xhK1h> . You can also access and use the shirt design included.

Moreover, kindly help us facilitate the dissemination of the Memorandum to your respective CENROs and PENROs.

Thank you!

#TreeHuggingDay
#PunoNgPagmamahal
#ValentinesDay

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Information, Education and Communication (IEC) Committee

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"Harnessing forestry science for sustainable development"

 **Memorandum re Tree Hugging Campaign.pdf**
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