



Republic of the Philippines  
Department of Environment and Natural Resources

**FOREST MANAGEMENT BUREAU**

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## MEMORANDUM

FOR : All Regional Executive Directors  
All PENROs  
All CENROs

FROM : The OIC-Assistant Secretary for Field Operations-  
Western Mindanao and Director, in concurrent capacity

SUBJECT : **INVITATION TO JOIN THE TREE HUGGING CAMPAIGN ON  
14-17 FEBRUARY 2023**

DATE : FEB 07 2023



The Tree Hugging Movement is a passionate action towards the protection and conservation of forests. The movement originated in the 1970s in Northern India known as the “Chipko Movement” which saved the forests by emphasizing the interdependence of humans and the environment. Furthermore, tree hugging has a number of health benefits. Study shows that hugging a tree increases levels of the hormone that is responsible for the calmness and emotional well-being of a person. Hugging a tree and spending time around trees can lower blood pressure and heart rates, improve immunity, and reduce stress and anxiety levels.

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 17 February 2023**. 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, all DENR Field Offices are hereby invited to join the Tree Hugging Campaign. The mechanics on how to join the campaign is enclosed in this Memorandum for your information and ready reference. All Field Offices are also encouraged to display the prescribed tarpaulin (see attached design) to mark the said celebration in their office premises. The electronic copy can be accessed through this link: <https://bit.ly/THDTarp>.

For inquiries, you may contact the Forest Management Bureau at (02) 8927-6217 or via e-mail at [iec@fmf.denr.gov.ph](mailto:iec@fmf.denr.gov.ph).

FOR YOUR CONSIDERATION, PLEASE.

  
ARLEIGH J. ADORABLE, CESO III

## MECHANICS:

1. Like the FMB facebook page and follow the IG account of DENR FMB
2. Share publication material from FMB page or repost the IG post in your story
3. Post a selfie/groupie showing a creative way of hugging a tree (plus points if featured trees is an indigenous species)
4. Give short description/share your tree story/share experience
5. Use the Official hashtags - #PunoNgPagmamahal, #OneTreeLove, #FMBTreeHuggingDay, #ValentinesDay
6. Be sure to make your post public.

**TARPAULIN: 4x8 sq. ft**

