



MEMORANDUM CIRCULAR
N O. 2018-157

September 14, 2018

T O : ALL PROVINCIAL GOVERNORS, CITY MAYORS, MUNICIPAL MAYORS, BARANGAY CAPTAINS, AND DILG REGIONAL DIRECTORS IN REGIONS I TO V, CAR, AND NCR

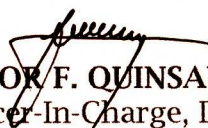
SUBJECT : OBSERVANCE OF THE “SAVE SIERRA MADRE DAY” ON SEPTEMBER 26 OF EVERY YEAR

Proclamation No. 413 declares September 26 of every year as “Save Sierra Madre Day” to help boost awareness among the general public on the importance of preserving our forests, as well as, protecting, managing and properly utilizing the natural resources of the country. The observance reminds the Filipino people of the risks and dangers which a lack of concern and action for the Sierra Madre Mountains may bring about.

In this connection, all Provincial Governors, City Mayors, Municipal Mayors and Barangay Captains are enjoined to commemorate this year’s “Save Sierra Madre Day” by way of undertaking activities, such as, but not limited to:

1. Joint celebration with civil society groups, people’s organizations such as farmers, schools, church groups and indigenous peoples (IP) communities in massive tree planting, beautification and cleanliness, garbage segregation and efficient waste management, and other related activities;
2. Conduct small group discussions on the value of trees in saving us from global warming; biodiversity as sources of foods, medicines and high water quality for various uses, to name a few;
3. Dissemination of information, education and communication (IEC) materials promoting simple lifestyle by turning-off electricity if no longer needed, using paper only when needed to lessen need to cut trees, avoid wasting foods and water; any
4. Any other programs and activities that the LGU may find deemed fit and meaningful in the observance of the “Save Sierra Madre Day.”

All DILG Regional Directors in Luzon (i.e., Regions I to V, CAR and NCR) are also directed to cause the widest dissemination of this Memorandum Circular within their respective regions.


NESTOR F. QUINSAY, JR.
Officer-In-Charge, DILG



“Matino, Mahusay at Maaasanan”