

MAKATI COMMERCIAL ESTATE ASSOCIATION, INC.
MACEA Compound, Amorsolo St. cor. Urban Avenue
Makati, Metro Manila

11 September 1990

MEMORANDUM CIRCULAR #90-06:
All Building Administrators

A group of concerned citizens will be launching the "Linis Bayan" cleanliness and anti-littering program for the whole of Metro Manila.

The campaign will initially be implemented starting October 1, 1990 on a pilot basis in the Makati Central Business District. The initial implementation will be in the main streets of Ayala Avenue, Paseo de Roxas and Makati Avenue. By November, it should cover the whole Central Business District. We hope to cover the whole town of Makati by the end of 1990, and the whole of Metro Manila by 1991.

The MACEA is endorsing this program and we are enjoining your participation in this undertaking by implementing recommended cleanliness guidelines to be followed around buildings. Each building is being requested to:

- Use standard trash receptacles for every 50 meters of the building perimeter. It is recommended that they be placed beside your building entrance. These trash receptacles will have a uniform shape design, color and the name of the building painted on the side. The Linis Bayan Project Committee is recommending the standard trash receptacle design of C.F. Metal Fabrication at 76 P. Paterno St., Espana Ext., Quezon City with Tel. No. 712-1980 which is sold at factory price of P700.00.
- Clean and maintain the trash receptacles twice a day.
- Regular inspection and cleaning of sidewalks around your building.

This comprehensive program includes an educational phase which will inform the public of the advantage and value of cleanliness. It will make use of television, radio, print ads, posters and other forms of advertising.

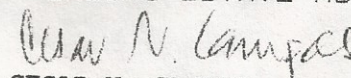
Since this project will be launched on October 1, 1990 it is suggested that you order the trash receptacles by Sept. 15, 1990.

The successful implementation of this program throughout Metro Manila is dependent on your cooperation in this pilot implementation. MACEA is encouraging you to give this project your full cooperation.

Should you have other suggestions and/or questions regarding this project, kindly contact the Linis Bayan Implementing Committee Chairperson Ms. Elena L. Small at 817-9646 or 865-860.

MAKATI COMMERCIAL ESTATE ASSN., INC.

By:


CESAR V. CAMPOS
President