



MAKATI COMMERCIAL ESTATE ASSOCIATION, INC.

Washington SyCip Park, Legazpi St., Legazpi Village, Makati City
Tel. No. 813-2446, 810-3054 • Fax: 810-3194 • E-mail: macea@info.com.ph

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MEMORANDUM CIRCULAR 2010-05

FOR : ALL BUILDING ADMINISTRATORS

Plans are underway once again as we join the global community in launching **Earth Hour 2010**. The collective support of the Filipino people made last year's Earth Hour a resounding success for the Philippines, with the country ranking #1 worldwide in terms of scale of public participation. The results of last year's Earth Hour have led to significant power savings and more importantly, greater prospects for meaningful and sustained actions against climate change.

For **Earth Hour 2010**, cities and towns all over the world will switch off their lights for one hour from **8:30 P.M. on Saturday, March 27, 2010**, sending an even stronger message to take action on global warming. The Philippines once again joins over one billion people in more than 6,000 cities, towns, and municipalities worldwide in this symbolic act in response to the environmental realities the world faces today.

This year's Earth Hour proves to be even more important and significant. **Earth Hour 2010** aims to empower individuals to commit to the challenge of solving the climate change crisis. **Earth Hour 2010** continues to send a strong message to world leaders to effect positive change by calling upon individuals, communities, businesses, and governments to switch off their lights for one hour. **Earth Hour 2010** also aims to send the message that we, the citizens of the world, demand commitment to actions that will reduce greenhouse gas emissions for the benefit of the planet. 2010 is the ultimate year for humanity to address such pressing concerns.

You and your organization can play an active and significant role in **Earth Hour 2010** through the following ways:

- Switching off your signages and/or the majority or all of the lights at all your facilities during Earth Hour;
- Mobilizing your networks, and communities to participate during Earth Hour either by **switching off lights in their homes or attending the Earth Hour countdown event at the Ayala Triangle Garden, Makati City on March 27, 2010, from 7:00 PM to 10:00 PM;**
- Organizing your own Earth Hour event in your community or locality to widen the reach of the campaign;
- Encouraging your networks, and communities to switch from incandescent bulbs to compact fluorescent lamps (CFLs); and
- Using various communication channels to promote Earth Hour, including official websites, community newsletters, and blogs.

Should you have questions or would like to express your commitment to this initiative, the Makati Earth Hour Secretariat through the Department of Environmental Services may be reached at (632) 895 4991 or (632) 870 1741 or via email **des_makati@yahoo.com**.

We look forward to your cooperation in this meaningful initiative.

Thank you.


JAIME R. MATIAS
General Manager