



Republic of the Philippines  
**Department of Environment and Natural Resources**

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**MEMORANDUM**

FOR/TO : All Undersecretaries  
All Assistant Secretaries  
All Service Directors  
All Bureau Directors  
All Heads of Attached Agencies  
All Regional Executive Directors  
All Employees

FROM : **The Undersecretary**  
Finance, Information Systems, and Climate Change  
Chairperson, DENR National GAD Focal Point System

SUBJECT : **URGING PARTICIPATION TO PURPLE MONDAYS CAMPAIGN  
AS PART OF THE NATIONAL WOMEN'S MONTH  
CELEBRATION 2021**

DATE : 04 March 2021

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In solidarity with the National Women's Month Celebration this March, with the theme "Women Can Make Change Amidst Climate Crisis and COVID-19", we are inviting you to participate in the Purple Mondays Campaign by doing any of the following:

1. Wear purple clothing or anything with a touch of purple every Monday for the whole month of March.
2. Share the Purple Mondays Campaign on your social media accounts.

Purple is globally recognized as the color of women as this symbolizes justice and dignity. The Purple Mondays Campaign aims to mobilize support for women's empowerment and gender equality.

For consideration.

  
**ATTY. ANALIZA REBUELTA-TEH**

MEMO NO. 2021 - 204