



Republic of the Philippines  
Department of Environment and Natural Resources  
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24 JAN 2024

**MEMORANDUM**

**TO :** ALL REGIONAL EXECUTIVE DIRECTORS

**ATTN:** THE CONCERNED PROVINCIAL ENVIRONMENT AND NATURAL RESOURCES OFFICER

**FROM :** THE ASSISTANT SECRETARY FOR HUMAN RESOURCES, STRATEGIC COMMUNICATION AND SECTORAL INITIATIVES


**SUBJECT :** REQUEST OF PERSONAL COLLECTION DIRECT SELLING INC. FOR ASSISTANCE IN THE CONDUCT OF COASTAL /ESTERO CLEAN-UP AND MANGROVE/TREE PLANTING ACTIVITIES

Personal Collection Direct Selling Inc. (PCDSI) has propose to sustain their partnership with the DENR in the conduct of environmental activities such as coastal/estero clean-up and mangrove and upland tree planting activities to reinforce Personal Collection's dedication to environmental conservation and protection.

In view hereof, may we request your assistance in the identification of coastal and estero clean-up as well as mangrove and upland tree planting sites. Each activity will be participated by 30 to 35 dealer/members to be conducted nationwide. Location and schedule of each activity will be communicated by Personal Collection Direct Selling Inc. We enjoin your assistance to support this partnership.

Staff of the Strategic Alliance and Environmental Partnership Division, Strategic Communication and Initiatives Service will closely coordinate with your office on the matter.

For your appropriate action please.

  
HIRO V. MASUDA, DBA, CESO III



A GREAT LIFE  
is our MINDSET  
and our  
NOBLE PURPOSE  
is to share this with  
EVERYONE

**ASSISTANT SECRETARY HIRO V. MASUDA**

Human Resources, Strategic Communication and Sectoral Initiatives  
Department of Environment and Natural Resources (DENR)  
5 Visayas Ave, Diliman, Quezon City

Dear Mr. Masuda,

We at Personal Collection highly value our partnership with the Department of Environment and Natural Resources (DENR), which has played a pivotal role in reinforcing Personal Collection's (PC) dedication to environmental conservation.

In our unwavering dedication to a more sustainable future, we formally propose to continue our partnership for the third consecutive year. This collaboration will encompass a comprehensive series of nationwide activities, including coastal cleanups and tree-planting initiatives, all aimed at nurturing and preserving our precious environment.

Our team at PC anticipates around 25 activities for 2024, with the active participation of 30 to 35 employees and dealers for each event. Rest assured, we will adhere strictly to all health protocols to ensure the safety and well-being of all participants throughout the event. In line with this, we would like to ask for your help in identifying sites for our mangrove and tree planting as well as our estuary and coastal clean-ups across the country.

We are truly excited about the opportunity to further strengthen and broaden our productive collaboration with DENR. Together, we are dedicated to not only preserving but also nurturing our natural environment, ensuring its sustenance for the benefit of present and future generations alike.

Sincerely,

Maritess Canas-Ching  
CSR and Events Manager

Hi Sir Roy,

Great Life, Mindset!

Kindly see schedule details below.

<b>ACTIVITY</b>	<b>DATE</b>	<b>REGION</b>	<b>LOCATION</b>
Cleanup	February 13, 2024	Luzon	Bicol
Cleanup	February 16, 2024	Luzon	Bicol
Cleanup	February 20, 2024	Visayas	Iloilo
Cleanup	February 23, 2024	Visayas	Bacolod
Cleanup	March 12, 2024	Luzon	Palawan
Cleanup	March 15, 2024	Luzon	Palawan
Cleanup	March 19, 2024	Mindanao	Cagayan de Oro
Cleanup	March 22, 2024	Mindanao	Misamis Oriental
Cleanup	April 16, 2024	Luzon	Tarlac
Cleanup	April 19, 2024	Luzon	Nueva Ecija
Cleanup	April 23, 2024	Visayas	Kalibo
Cleanup	April 26, 2024	Visayas	Caticlan

Thank you!

Maritess Canas-Ching  
Communications and Advertising Division