



Republic of the Philippines
Department of Education
REGION XI
SCHOOLS DIVISION OF DAVAO DEL NORTE

Office of the School Governance and Operations Division

DIVISION MEMORANDUM

SGOD-2025-0050

TO: Assistant Schools Division Superintendent
Chief, Curriculum Implementation Division
Public Schools District Supervisors
Education Program Supervisors
All Elementary and Secondary School Heads
All Others Concerned

SUBJECT: PARTICIPATION ON THE CONDUCT OF TREE HUGGING CAMPAIGN

DATE: February 10, 2025

1. This has reference to the letter from the Department of Environment and Natural Resources (DENR) through the Forest Management Bureau (FMB) encouraging all schools from the Division of Davao del Norte to participate on the conduct of simultaneous Tree Hugging Campaign on February 14, 2025 at 9:30 a.m. in your chosen location that best fitted in this year's attribute featuring National Heritage Trees in the country.
2. All other important information is attached in this Memorandum as reference.
3. Everyone is highly encouraged to continually support and recognize the value of equality and diversity of all personnel while complying with the directives set forth by this Office.
4. Health protocols shall always be observed.
5. Immediate dissemination of this Memorandum is desired.

REYNALDO B. MELLORIDA, CESO V
Schools Division Superintendent

For the Schools Division Superintendent:

2-10-25
18


ROSALINDA N. DIONIO
Administrative Officer V

SGOD/ajmpg
Enclosed: As stated
Fn: Tree Hugging Campaign

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DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES
KAGAWARAN NG KAPALIGIRAN AT LIKAS YAMAN



February 5, 2025

REYNALDO B. MELLORIDA
CESO V
School Division Superintendent
Davao del Norte

DEPED DIVISION OF DAVAO DEL NORTE
RECORDS SECTION
RECEIVED
FEB 07 2025
Date: _____
By: _____

DENR XI-MH CENRO
NEW CORELLA
DAVAO DEL NORTE
OFFICE OF THE CENRO
RELEASED
BY: _____
DATE: **07 FEB 2025**
TIME: **9:05 AM**

Dear Sir Mellorida;

Environmental Greetings!

The Department of Environment and Natural Resources (DENR) through the Forest Management Bureau (FMB), spearheads the conduct of an awareness campaign entitled **"Tree Hugging Campaign"** on February 10-14, 2025 that will feature **Native Heritage Trees** in the country.

This Tree Hugging Movement is an annual activity and its a passionate action towards the protection and conservation of forest. This activity also has a number of health benefits. Study shows that hugging a tree increases levels of the hormone that is responsible for the calmness and emotional well-being of a person. Hugging a tree and spending time around trees can lower blood pressure and heart rates, improve immunity, and reduce stress and anxiety level.

Anent hereto, we would like to invite your schools for a Simultaneous Tree Hugging Activity on February 14, 2025 (Friday) at 9:30 AM in your chosen location that best fitted in this year's attribute.

Furthermore, we would like to ask your assistance in this campaign and upload your photos into this google drive link after your activity <https://drive.google.com/drive/folders/10QU5jFFISbXzSL7p1xy6ANRa9uLbdK5>. A head documenter in your end or your Information Officer may upload the photos in your Official Social Media platforms on Facebook and Instagram and use the hashtags #FMBTreeHuggingCampaign2025 #PunoNgPagmamahal #DENRRegionXI.

For more clarifications, you may contact us through our official mobile no. at +63 953 257 5083 and look for Ms. Jansie Barrete.

Attached herewith are the mechanics on how to join the campaign.

Your support in this activity is highly appreciated.

Thank you very much!

Truly Yours,


MARITESS D. JOCSON
CENR Officer



DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES KAGAWARAN NG KAPALIGIRAN AT LIKAS YAMAN



MECHANICS:

1. Like the FMB facebook page and follow the IG account of DENR FMB.
2. Share publication material from FMB page or repost the IG post in your story.
3. Submission may be from individuals or groups.
4. Photo requirements: Must feature a person (or people) interacting with a tree in a manner that conveys respect, affection, and interconnection. Hugging the tree is mandatory. High resolution images are preferred.
5. Caption requirement: Must accompany the submitted photograph. Should creatively amplify the message of the photo. Additionally, it must explain the connection between humanity and trees, emphasizing the tree's importance to the environment and our well-being.
6. Participants must publicly post their entry (photo and caption) on their personal Facebook accounts.
7. Entries must include the following hashtags:
#FMBTreeHuggingCampaign2025
#PunoNgPagmamahal
#DENRRegionXI

A Special Award, "Tree Hugging Champ 2025", will be given to the most participative region, as determined by the number of individual submissions per region during the campaign. This award recognizes the region demonstrating the strongest regional support for tree conservation. Therefore, the use of designated hashtags per region is crucial.

You may also include the hashtag:

#CENRONewCorella and your corresponding Office.