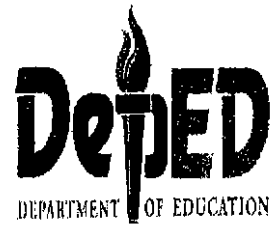




REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON
DEPARTMENT OF EDUCATION
DepEd Complex, Meralco Avenue, Pasig City



Trunkline : 632-1361
Fax: 633-7231
DEText: 0919-4560027
Website: <http://www.deped.gov.ph>

DepED MEMORANDUM
No. 232, s. 2004

MAY 24 2004

NEW PAPER DRIVE 2004

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Regional Directors
Schools Division/City Superintendents

1. The Philippine Daily Inquirer has been embarking on a campaign called the "New Paper Drive", a recycling program that aims to promote proper solid waste management among households, companies and organizations nationwide.
2. At a certain price per kilo, the Inquirer and its program partner Linis-Ganda, will buy any old newspapers and tabloids in the hope of inculcating the value of waste segregation and recycling among Filipinos. Enclosed is the mechanics of the drive.
3. The DepED offices and schools are encouraged to participate in this program to raise awareness in the importance of recycling. For more information, please contact Ms. Celine R. Madamba, AVP-Strategic Marketing Communications or Ms. Zane Ronquillo at telephone no. 897-8808 locals 209, 238 or 260.
5. Immediate dissemination of this Memorandum is desired.


EDILBERTO C. DE JESUS
Secretary

Encl.: As stated
Reference: None
Allotment: 1—(D.O. 50-97)
To be indicated in the Perpetual Index
under the following subjects:

CAMPAIGN
ENVIRONMENTAL EDUCATION

rudy/mppd/pdnewpaperdrive
5/19/04

INQUIRER

PHILIPPINE DAILY INQUIRER, INC.
CHINO ROCES AVENUE (PASONG TAMO)
CORNER YAGUE & MASCARDO STREETS
CITY OF MAKATI
PHILIPPINES

☎ [632] 897-8808/897-4762 TO 84
✉ [632] 897-4793 TO 94 EDITORIAL
✉ [632] 897-4806 TO 07 ADVERTISING

MECHANICS FOR NEW PAPER DRIVE 2004

- DURATION:** June 5, 2004 (World Environment Day) to October 5, 2004
Four (4) months
- COVERAGE:** Metro Manila, Laguna, Cebu and Davao
- BUYING PRICE:** Inquirer and Linis-Ganda will buy any old newspapers and tabloids at P5/kilo (Manila only). FEP and Printown will purchase at P5.00 per kilo in Makati and Laguna; and P3.50 in Cebu and Davao
- HOW TO SELL:** **Pick-ups (Metro Manila sellers only):**
- Call Linis-Ganda to arrange for pickup and on-the-spot payment. Contact persons: Weng or Leo at 430-6274 or 428-0924
- Walk-ins (available in all covered sites):**
- FEP Printing Presses will buy old newspapers and tabloids Mondays to Fridays from 9am-4:00pm in Makati and 9:30am-4pm in Cebu and Davao; Tuesdays and Thursdays from 1-5pm in Laguna.
- Metro Manila:** FEP Printing Press, 3817 Mascarado St., along Chino Roces Ave., Makati City. Contact person: John Estanislao or Roger Llanes at 896-4286 or fax 897-0428.
- Laguna:** FEP Printing Press, Printown, Mamplasan, Biñan, Laguna. Contact person: Rene Chavez at 897-4386 loc. 2158.
- Cebu:** FEP Printing Press, Warehouse #1, Menzi Compound National Highway, Pajo, Lapu-Lapu City. Contact person: Lenny Brua at (032) 340-7970 to 71 or fax (032) 340-7610.
- Davao:** FEP Printing Press, Brgy. Ma-A, Ma-A Road, Davao City. Contact person: Rowena Balandra at (082) 244-1711 to 12 or fax (082) 244-1714.