

**[ MEMORANDUM CIRCULAR NO. 177, June 05, 2009 ]**

**ENJOINING ALL CABINET MEMBERS AND HEADS OF THEIR ATTACHED AGENCIES, GOVERNMENT-OWNED AND/OR CONTROLLED CORPORATIONS, GOVERNMENT FINANCIAL INSTITUTIONS, AND STATE UNIVERSITIES AND COLLEGES TO GIVE FULL SUPPORT AND PARTICIPATE IN THE "END HUNGER: WALK THE WORLD 2009"**

The World Food Programme (WFP) of the United Nations will be spearheading the conduct of "End Hunger: Walk the World 2009" to be dubbed locally as "Isang Hakbang Pilipinas '09" to be held on June 7, 2009 from 6:00 AM to 10:00 AM at the Rajah Sulayman Park, Roxas Boulevard, Manila, with starting points at Baywalk by the Manila Yacht Club, and Baywalk by the US Embassy.

The event shall occur in 24 time zones within 24 hours around the globe, bringing awareness to the issue of child hunger and raising funds for school-feeding activities of WFP.

WFP has been working in the Philippines since 2006, feeding more than 200,000 children through school-feeding programme in conflict-affected areas of Mindanao. This year, the proceeds of the fund-raising event will be devoted to 71,000 school children in 427 schools in North Cotabato and Sultan Kudarat.

The activity is favorably endorsed by the National Youth Commission (NYC) per Resolution No. 84, dated 8 May 2008.

In this regard, all Cabinet Members and Heads of their attached agencies including Government-Owned and/or Controlled Corporations, Government Financial Institutions and State Universities and Colleges are hereby enjoined to give full support and actively participate in the "End Hunger: Walk the World 2009" to be dubbed locally as "Isang Hakbang Pilipinas '09", under any of the following sponsorship package, chargeable against their respective funds:

1. Platinum Sponsor - P500,000.00 minimum
2. Gold Sponsor - P100,000.00 minimum
3. Silver Sponsor - P50,000.00 minimum
4. Bronze Sponsor - P10,000.00 minimum
5. Employee Engagement Package - P7,500.00 minimum or 50 individuals/participants at P150.00 per head