

[PROCLAMATION NO. 182, June 03, 2011]

**DECLARING A NATIONAL AND INTERNATIONAL PROMOTION
CAMPAIGN FOR THE PUERTO PRINCESA UNDERGROUND RIVER
AS ONE OF THE NEW SEVEN WONDERS OF NATURE**

WHEREAS, the New 7 Wonders of Nature (N7WN) is a global polling campaign started in 2007 by an independent, Swiss-based, government-controlled foundation that conducted the global polling campaign in search of the New 7 Wonders of the World, an innovative marketing program that yielded tremendous economic, social and tourism benefits to the winning host countries;

WHEREAS, from an initial list of over 400 locations around the world, the Puerto Princesa Underground River is the lone finalist from the Philippines and now counts among the top 14 of the 28 Official Finalist Candidates, selected by a panel of international experts from a list of 77 contenders via the first round of global voting from 2007 to 2010;

WHEREAS, the 8.2 kilometer long Puerto Princesa Underground River, formed 30 million years ago, is considered the longest underground river in the world, with unique and outstanding scientific, biological and geological features that merited its being recognized as a UNESCO World Heritage Site in December 1999 and being declared as a National Geological Monument in December 2003;

WHEREAS, inclusion in the 28 Official Finalist Candidates has made the Puerto Princesa Underground River world-renowned and is starting to attract international interest that will benefit the Philippine tourism industry as a whole with its synergistic effects;

WHEREAS, more than one billion people all over the world are expected to vote by phone, internet or text/sms in the selection of the N7WN, that will close on 10 November 2011;

WHEREAS, the competition is getting stronger and there is now a greater need for the Philippines to aggressively promote and campaign for the Puerto Princesa Underground River to ensure that it is proclaimed as one of the N7WN on 11 November 2011; and,

WHEREAS, the Philippines has over 30 million internet users and 77 million mobile phone subscribers who, together with the millions of Filipinos all over the world, should be made aware and encouraged, as a matter of national pride and patriotism, to support the campaign to ensure that the Puerto Princesa Underground River is proclaimed as one of the N7WN.

NOW, THEREFORE, I, BENIGNO S. AQUINO III, President of the Philippines, by virtue of the powers vested in me by law, do hereby order the following: