

"GO GREEN PHILIPPINES" HELPS SUSTAIN THE FASHION ACCESSORIES INDUSTRY

CEBU, PHILIPPINES, JULY 15, 2008 - The Fashion Accessories Manufacturers and Exporters Foundation (FAME Foundation) of the Philippines has initiated the "Go Green Philippines" project, which aims to contribute to 3 key areas identified by the Department of Environment and Natural Resources (DENR) Region VII.

These are: (1) forest management, (2) coastal environment program, and (3) livelihood projects.

Currently in its first phase, GO GREEN PHILIPPINES is focused on forest management. It aims to replenish a 100-hectare barren land with lush tree plantations by 2015.

"FAME Foundation wants to contribute to the DENR's reforestation project," said Mrs. Janet Chua, Cebu FAME Foundation President.

"The Philippine costume jewelry industry is dependent upon local indigenous materials like wood, and other plant and wildlife by-products.

By initiating the Go Green project, we are contributing to a sustainable environment where we plant and harvest the resources we use. It also promotes corporate social responsibility within the industry."

Currently, the entire Cebu province has 140,000 hectares of public lands, of which only 5% is covered with vegetation. DENR is targeting to increase vegetation-covered lands to 18% by the year 2015.

The trees to be planted and cultivated through Go Green are the wild mamalis (pangantuan) trees.

"These trees currently grow only in the wilds and are not yet cultivated. They are a prime source of white wood in the industry because they dye beautifully and can be used in a variety of ways," explained Chua.

"Planting and cultivating these trees will ensure the continuity of the industry as well as provide a livelihood program for the rural communities."

Go Green Philippines is further supported by the international community, because it ties the purchase of products to the project.

For a minimum purchase made by buyers from a FAME Foundation member, the member will donate 100 trees to the project in the name of the buyer.

"Everyone is invited to support this project," Chua continued. "Buyers are encouraged to buy Philippine-made products and receive Go Green certificates representing their donation of trees.

Go Green labels are also made available upon request, to be used as a project awareness and product enhancement tool.

Outright donations in exchange for rights to use the Go Green trademark are also welcome."

Go Green Philippines is seen to benefit everyone involved in the project and in the industry.

The manufacturers and exporters are ensured of a continuous supply of materials for their products, while buyers

can be assured of non-diminishing and continuing sources of merchandise.

Locally, grassroots communities are assured of a sustainable livelihood, and the Philippine ecosystem is preserved and renewed.

The project was formally launched last October 2007. The first site for tree planting will be in Catmon, Cebu, where over 1,000 seedlings will be planted this June 2008. First cultivation is slated to be on June 2013.

Ten years ago, FAME Foundation already initiated a reforestation project on its own. It reforested five hectares of land in Manipis, Talisay City in Cebu Province.

The project was successfully implemented and now serves as a livelihood program for the community as well as a continuous source of a variety of tree species used for lumber, costumer jewelry and other commercial uses.

For more details, one may visit the Go Green website at www.gogreenphilippines.com. The Foundation's Secretariat may be reached at telephone nos. +6332 2550851 or 2550861, or through e-mail at info@cebufame.com.

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