TEAM ENERGY

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The Team Energy Tour

KAYAK TAAL

PADDLE FOR WATERSHEDS! NOV 21,2010

10 kayaks, each paddled by a celebrity downstream from Taal Lake to Balayan Bay. Pulling together for water and biodiversity.

In the last 4 years, Pusod has helped Tanggol Kalikasan, the Protected Area Management Board and the Provincial Government in its campaign to coordinate and capacitate the institutions tasked to protect the lake. The PAMB's membership of 25 has now grown to 157, a more apropriate number that reflects the diversity that the National Integrated Protected Areas Law seeks to include for wide representation. The Executive Committee is now divided into operational Subcommittees.

The Provincial Government of Batangas has set up a Task Force Taal Lake which dismantled over 5,000 illegal fishcages and pens since June 2008. Water quality and algal diversity has started to rebound, catch fisheries and aquaculture yields have not suffered and tourists are reporting a more pleasant recreational experience around the volcano. Nowhere is the change more obvious than in Pansipit River. Meanwhile, a Management Plan was approved by the PAMB on November 26, 2009 after well attended consultations in 15 towns.

An activity that would popularize the new management plan and get more people on board is timely and sorely needed.

The kayak team would go from community to community on the shore and brief them on the management plan and expectations under the plan for lakeshore communities.

Project Mechanics

10 Kayaks to target of P100,000 each to raise funds to undertake major tasks under Chapter 4 of the new Management Plan. Among these tasks are negotiating with private developers for private forest reserves, establishing municipal watershed reserves, determining areas of remaining public forests and forest regeneration schemes.

(in photo: Mayor Sandoval of San Nicolas and former Mayor Reyes of Balete)

KAYAKING TAAL

Biodiversity worth saving

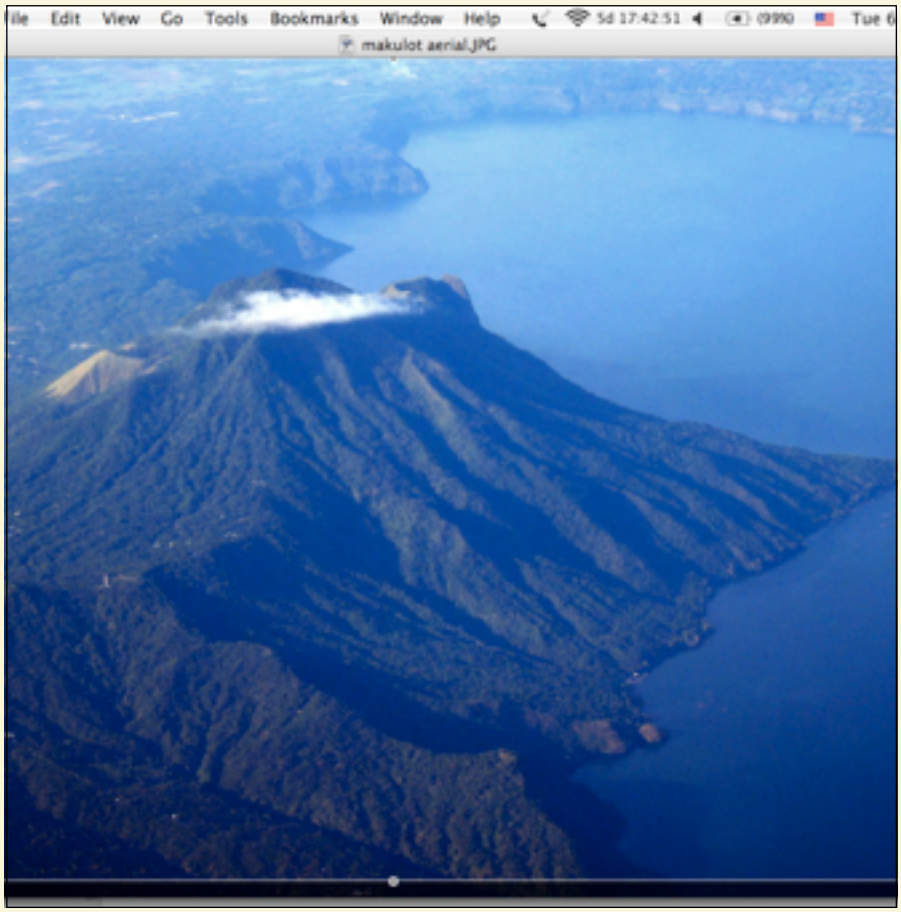
This basin's skies used to host numerous raptors, its grounds were home to the endemic Luzon bleeding heart. These birds are no longer common. In the lake waters are endemic species like the tawilis and duhol, the latter in the middle of its evolutionary story as it still has salt-processing gills, evidence of a time in the recent past when this basin was a salt water lagoon. The other secrets this ecological and geological wonder hold can be revealed if we do what we plan.

Chapter 4, Watershed and terrestrial wildlife

Chapter 4 provides for the identification and delineation of **public forest lands**, establishment by private land owners and developers of **private forest reserves** and by municipalities of **watershed reserves**. These three will allow the basin to host wildlife that have since either dwindled in numbers or gone extinct and provide ecosystem services and a recreation draw as well.

The Luzon Bleeding Heart, a Luzon endemic and formerly abundant in the basin.

Pusod is an organization duly registered with the SEC and commits to report progress on this program to all sponsors & kayakers who will be involved in this program to media, on its website and annual report.



The route will start in Don Juan, Cuenca and pass by the coastal communities of Labangan Bay in Taal Lake towards Pansipit River and into Balayan Bay to educate these communities as well as other stakeholders on the highlights of the Plan and how they can help.

The sit-on-top single kayaks of the Provincial Tourism Office will be used and the event will also launch these kayaks as rental kayaks for the communities in San Nicolas and Agoncillo.

Sponsorships

Sponsorships can be per kayak, or a fraction thereof.

Kayak sponsors will get their name on the kayak flag, and on all the promotions and publications of the project including the website.

Two joint sponsors for a kayak will get a names on each side of the kayak, both names on the flag and on all materials other than audio or spoken ones.

Sponsors providing P10,000 and above will get their names and logos on all materials in smaller print. All other donors will be mentioned on the website and listed on all materials.

All sponsors will get progress reports on the activities to be funded by the project.

Promotions

RADIO. Pusod will be on weekly radio shows. All sponsors will be mentioned before each commercial break.
BILLBOARDS. Bilboards in strategic areas around the basin will announce the project.
PRESS. News releases will be weekly from mid September , every other week in October and weekly in November.
WEB. The project will have a heavy web presence on Pusod's website, FB, Multiply and other blogs. TV. All networks will have free access to the teams, and be provided a media boat to follow the event. BOOK. If collections are above target, a desk calendar on the event will be produced and each sponsor will be allotted ad space.

Flexicalendar

This calendar is dependent on speed of uptake of sponsorships as well as the weather.

September, plans firmed up, sponsors invited. recruitment of kayakers

October. Kayak Clinic for interested locals. Test Ride, SanNicolas, to Balayan Bay, finalized , sponsors finalized, marketing and promotions begin

November. Logistics finalized, prepared. Press releases more frequent.

November 21.

KAYAK TAAL

Confirmed list of kayakers

Howie Severino

Romy Garduce

Invited list of kayakers

Ogie Alcasid
SP Member Christopher de Leon
Richard Gutierrez
Isa Calsado
Bianca King
Kiko Rustia
Barbie Forteza
Luis Manzano

KAYAK SPONSORS

Kayak sponsors will be paying P100,000.

JOINT SPONSORS

Joint sponsors will be paying P50,000.

Donors

Donors will be anyone who pays P10,000. or more. Sponsorship can be in kind, such as food, kayak transport, etc.

Please make checks payabale to Pusod, Inc. A full accounting of the project's outcomes from the event to the watershed conservation shall be made available to sponsors.

KAYAKING TAAL

PUSOD • BIGBEN COMPLEX • JP LAUREL HIWAY LIPA, PHIL.• TEL 63437573192