



PRESS RELEASE

SM Prime kicks off Green Film Festival for high school students

In a bid to raise awareness on the current state of the environment and climate change, SM Prime Holdings, Inc., a private partner of the United Nations for Disaster Risk Reduction, kicked off its environmental advocacy project, the Green Film Festival (GFF) by showing its first documentary to hundreds of public secondary school students at the SM Megamall cinema.

SM Prime, a strong advocate for disaster risk reduction and resiliency, partnered with the Philippine Climate Change Commission (CCC), the Philippine Department of Education (DepEd), Movies and Television Review and Classification Board (MTRCB), the Philippine Department of Environment and Natural Resources (DENR) and representatives from USAid in the Philippines to educate and make Filipinos aware to the plight of our earth today through a visual information campaign for eco-awareness.

Secondary school students were shown a 45-minute TV documentary produced by GMA 7 (a Philippine broadcasting network) called “Pagbangon” which tells the story of survivors of super typhoon Yolanda especially in Eastern Visayas and how they coped with the tragedy and rose from the devastation. Pagbangon revisits the devastation brought about by the Category 5 Supertyphoon and honors the stories of heroism in the midst of tragedy. This TV documentary also looks at how we can learn from the lessons of Yolanda in hopes of saving more lives in the future.

The GFF is held every third Tuesday of the month, from 9:00 AM to 10:30 AM, except for the months of March and December which will have special screenings dates on the first Tuesday of the month due to the class schedules.

The screenings will be shown to students for free in 49 cinemas in various SM Supermalls and 6 Waltermart all over the country. The aim of the Green Film Festival is to educate 1 million primary and secondary school students as means to educate them with the growing threat of climate change.

In the past years, the GFF has educated students of the beauty of our planet, resource conservation and sustainability. This year, it is imperative that the threat of global warming and the urgent need for DRR is highlighted.

SM Prime Holdings President, Mr. Hans T. Sy, is a member of the Private Sector Advisory Group (PSAG) of the United Nations Office for Disaster Risk Reduction and has committed to furthering disaster awareness locally, in places of operation as well as the malls’ tenants and customers who are considered stakeholders in the company.



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Green Film Festival Grand Launch at SM Megamall with Ms. Liza Silerio, VP - Operations of SM Supermalls and Philippine Climate Change Commissioner Sec. Lucille Sering