

[EXECUTIVE ORDER NO. 257, September 14, 1970]

CREATING NATIONAL AND LOCAL BEAUTIFICATION AND CLEANLINESS COMMITTEE TO UNDERTAKE A NATIONWIDE BEAUTIFICATION AND CLEANLINESS CAMPAIGN

WHEREAS, beauty and cleanliness are basic ideals of all homes, communities and nations; and

WHEREAS, there is need to reawaken and strengthen the sense of beauty and cleanliness among Filipinos and to establish a national organization to pursue this goal;

NOW, THEREFORE, I, FERDINAND E. MARCOS, President of the Philippines, by virtue of the powers vested in me by law, do hereby create a National Beautification and Cleanliness Committee to undertake a nationwide beautification and cleanliness campaign.

The National Committee shall be composed of the following:

Mr. Teodoro F. Valencia	Chairman
Any one of the incumbent Presidents of the Rotary Club, the Lions Club, or the Jaycees	Vice-Chairman
The Secretary of the PACD	Member
The Secretary of Social Welfare	Member
The Secretary of Health	Member
The Secretary of Education	Member
The Secretary of Public Works and Communications	Member
The Secretary of Agriculture and Natural Resources	Member
The Secretary of National Defense	Member
Dr. Estefania Aldaba-Lim (To be appointed by the Chairman)	Malacañang Liaison Executive Secretary

There shall also be created a committee in each province, city, municipality and barrio composed of the following:

Provincial/City Committee

The Lady of the Governor/Mayor Chairman
Representatives from government, Other officers and members
civic and religious sectors

Municipal Committee