

Belle marks 10 years of One Tree at a Time

BY PAU COSTINIANO



One Tree at a Time leaders and volunteers cheer for the 10 year-milestone of the annual tradition at Tagaytay Highlands.

Belle Corporation (Belle) leaders, stakeholders and partners continued greening Tagaytay Highlands at the annual One Tree at a Time held on July 29, 2019.

“This is the tenth year that Belle Corporation is staging One Tree at a Time. It affirms Belle’s and its partners endeavors towards sustainable development. To date, we have already planted over 490,000 trees in Tagaytay Highlands, which is on a pace well ahead of our commitment to plant one million trees by 2044,” said Manuel Gana, Belle President and Chief Executive Officer.

Aside from Mr. Gana, Jerry Tiu, Tagaytay Highlands Clubs President; Lennie Mendoza, Belle Corporation Senior Vice President and Highlands Prime, Inc. Operations Head; and Claire Kramer, Tagaytay Highlands Clubs General Manager, also addressed the participants.

Clad in *Sustainability Starts with Me* statement shirts, over a hundred volunteers from Belle, Highlands Prime, Inc., Pacific Online Systems Corporation, Premium Leisure Corp., SM Leisure Resort Residences and Tagaytay Highlands Clubs and Homeowners’ Associations joined this year’s event and planted more than 200 saplings in various Tagaytay Highlands sites.

One Tree at a Time, an annual tradition that began in 2010, is the passion project of Tagaytay Highlands founder and Belle Corporation Vice Chair Willy Ocier.



One Tree at a Time leaders join hands for the environment.



Photo shows (from left) Claire Kramer, Tagaytay Highlands Clubs General Manager; Jerry Tiu, Tagaytay Highlands Clubs President; Manuel Gana, Belle Corporation President and Chief Executive Officer; and Lennie Mendoza, Highlands Prime, Inc. Senior Vice President for Projects and Operations, planting a sapling.



After the tree planting activities, the volunteers enjoy a boodle fight feast.

About Belle Corporation

[Belle Corporation](#) is a developer of tourism and leisure destinations in the Philippines. Its principal asset is the City of Dreams Manila in PAGCOR Entertainment City by Manila Bay, which is being leased on a long-term basis to Melco Resorts and Entertainment (Philippines) Corporation (Melco). In addition to lease income, Belle is accorded a share in revenues or earnings from City of Dreams Manila's gaming operations through the operating agreement between its 78.7%-owned subsidiary, Premium Leisure Corp., and Melco. Belle also owns approximately one hectare of presently undeveloped land across from the City of Dreams Manila site.

South of Metro Manila, Belle owns significant real estate assets and develops premium residential resort projects around Tagaytay City. Among its exclusive destinations are the club and golf facilities and residential communities of Tagaytay Highlands and Tagaytay Midlands, as well as a further 800 hectares intended for future development.