

MEDIA RELEASE

For immediate release

NATIONAL FAMILY CELEBRATIONS JUST GOT BIGGER AND BETTER

25th Anniversary of National Family Celebrations will span across 5 districts, 33 days, more than 250 ground events and targeting 250,000 family commitments to bring families closer through the theme: “Live, Love and Play. Together!”

Singapore, 4 May 2010 – The National Family Celebrations 2010 (NFC 2010) Organising Committee today unveiled plans for the largest ever nationwide celebration of families in Singapore, as it celebrates its Silver Jubilee this year. With more than 250 (the number is still growing) ground events and activities taking place island-wide across all 5 districts during the 33 days of celebration, NFC 2010 looks set to promote the family further and strengthen family bonds through shared activities in a big way.

The National Family Celebrations is an annual iconic event organised by the National Family Council (NFC), strongly supported by the Ministry of Community Development, Youth and Sports (MCYS). It is a month-long celebration comprising events, activities and workshops by the National Family Council and its partners. The objective is to raise awareness of the importance of family, and provide varied opportunities for families to spend time together and create memorable shared experiences.

The theme for this year’s Celebration - *Live, Love and Play. Together!* - aims to promote inter-generational family bonding, especially through sports and other recreational activities families can take part in together. NFC 2010 will run from 25 May (Tuesday) to 26 June 2010 (Saturday).

In December last year, NFC 2010 Organising Committee invited Singaporeans to propose what they would like to see for NFC 2010. The Committee received more than 250 ideas, and has taken many into consideration when planning for this year's celebrations.

To mark its 25th Anniversary this year, the Organising Committee will spare no efforts to make the Celebrations a special one for Singapore families. The NFC 2010 will be larger in scale, garner more extensive participation, and provide new features. In addition to the Family Day Out, which NFC started in 2008, and the signature launch and closing events, the Celebrations this year will feature new items like the Singapore Family Pledge Movement, the Singapore Family Memories Project¹ which collects family photos over the last 25 years, and involvement of the five Community Development Councils (CDCs) to support programmes to celebrate the occasion.

NFC 2010 aims to garner 250,000 family pledges, and already has in store more than 250 ground activities organized by 37 community and private organizations. Partner events include "Eat with Your Family Day" organized by Centre for Fathering, the National Runway Cycling and Skating by SAFRA, as well as many talks and seminars for families on topics such as parenting tips and work life harmony. The Fathers Action Network under National Family Council will also organise activities that help dads build ties with their children during the Celebrations. Many businesses have also planned to provide a variety of special family packages, as well as dining, shopping and leisure discounts throughout the month of June.

Mr Lim Soon Hock, Co-Chairperson of the NFC 2010 Organising Committee shared, "We are extremely delighted that many Singaporeans responded to our call for ideas on what they would like to see in this year's Celebrations. Many of

¹ The details of the Family Memories Project will be announced at Family Day Out Carnival on 29 May 2010.

the ideas are family-centric and appropriate. We have therefore included them in the planning for this year's activities, like family sports, family amazing race, treasure hunt for families and a carnival at Sentosa. Singaporeans can look forward to an array of exciting events and activities to spend quality time as a family during the Celebrations. More importantly, I hope that through the month long celebrations, more Singaporeans will make family their number one priority to be enjoyed and that family first will become an integral part of our lives."

Singapore Family Pledge Movement

As an opening move, NFC 2010 will introduce the Singapore Family Pledge Movement, where Singaporeans will be invited to make a personal commitment to their families. A strong sense of commitment is the foundation for a strong and functional family. The Movement aims to encourage individuals to take time and consider how they can further improve their family relationships, be it establishing family traditions, giving appreciation to family members, showing affection or spending time together. The Committee hopes to garner at least 250,000 family pledges from everybody in the schools, community and corporations.

Expounding on the rationale of the Movement, Mr Seah Kian Peng, Co-chairperson of the NFC 2010 Organising Committee said, "It is a call to action. Many studies suggest that people who pledge are more likely to act on their good intention, and that people are more likely to stick to their commitments, if they are written down and made in public. We hope that the Singapore Family Pledge Movement will act as a catalyst to bring families together and forge stronger family bonds, not just for one month, but throughout the year. I urge all to join us and make your Pledge today."

To date, more than 100,000 individuals have signed up through their companies and organisations to take part in the Pledge Movement. These include schools, corporations, commercial partners and community organisations. Businesses

and organisations have also come on board to offer their venues as submission points for the pledges, including 18 OCBC branches, 100 FairPrice outlets, all SAFRA clubs and more than 100 F&B outlets. From today, Singaporeans can submit their family pledges at these submission points, via post or online at www.nfc.sg.

The pledges collected will be uploaded onto the website of NFC 2010 (www.nfc.sg) and displayed at the finale of the Celebrations, to be graced by our Prime Minister, Mr Lee Hsien Loong, on 26 June 2010. People who submit their Pledges before 20 May 2010 stand a chance to win Family Day Out Tickets (a set of seven tickets per winner) to family attractions, as well as many other attractive prizes, such as airline vouchers, headphones and restaurant vouchers.

Family Day Out (29 May 2010)

Since 2008, Family Day Out has become an iconic activity of National Family Celebrations, where Singaporeans are encouraged to set aside the first Saturday of the June school holidays to spend a day out with their families in their own ways. To encourage families to spend this day together, 15,000 free tickets will be given out for access to various attractions like Singapore Flyer, Sentosa attractions, HiPPo Tour or Rhino Tour. The public can stand a chance to win these tickets by taking part in the Singapore Family Pledge Movement before 20 May 2010.

For the first time, this year's Family Day Out would go to the heartlands. All 5 Community Development Councils (CDCs) and their partners will organise satellite events in their respective districts to provide more choices for families to spend time together on 29 May 2010 (Saturday). These satellite events include interactive family sports and arts showcase at Central, sandcastle building at South East, interactive water activities at South West, family telematch at North East and outdoor movie screening at North West.

Anchoring the national Family Day Out is a fun-filled “Live, Love and Play” Carnival at Sentosa Palawan Beach on 29 May 2010 (Saturday) from 10am to 6pm. Planned activities will be grouped into 3 zones that epitomise the concept of how families live, love and play together. Examples include the Imbiah Family Challenge, family tug of war, cultural games, story-telling, song dedication, Xbox games and many other stage activities.

Mrs Josephine Teo, Co-Chairperson of NFC 2010 Organising Committee elaborated, “The resounding success of Family Day Out from the last two years encouraged us to extend the activities and events across the island. We invite all Singaporeans to plan for Family Day Out at their own time, own target. We also want to make sure there are many fun and affordable activities for families in different parts of Singapore. We are very grateful for the partnership of all the five CDCs for joining us to support Family Day Out events in their respective districts. We hope that Family Day Out will become a high point for every Singapore family in celebrating their love and care for one another.”

Finale Event – Family Sports Day (on 26 June 2010)

The grand finale of NFC 2010, the Family Sports Day, will be held on Saturday, 26 June 2010, at Bishan Active Park. Family Sports is a good way families can play together. It is also in line with the impending Youth Olympic Games (YOG) in August. In preparation for the Games, families are invited to learn and participate in a wide range of sports activities, including soccer and netball. There will also be mass aerobics and family games. Further, corporations and families can participate in a Family Car Rally to explore how communication, trust and interdependency work to increase productivity and bonding of the team.

Conclusion

It is challenging to plan a national event to reach out to everyone in the family. However, with the wide array of programmes, events and activities, the Organising Committee hopes that this fun-filled celebration will serve as a reminder, and inspire Singaporeans with ideas on how to make their family time more fulfilling. They also hope that families will make full use of the interesting NFC 2010 events and activities to spend time together and strengthen their family relationships. The public can sign up for all Family Day Out (29 May 2010) and Family Sports Day (26 June 2010) activities, including Imbiah Family Challenge and Family Car Rally, at www.nfc.sg or e-mail johnson@aux.com.sg or call 6777 1672.

Other key activities and highlights of NFC 2010 can be found in the following Annexes to this media release. For more information on NFC 2010, members of the public can visit www.nfc.sg

Annex A: Singapore Family Pledge Movement

Annex B: Family Day Out

Annex C: NFC 2010 Sponsors & Quotes from Sponsors & Partners

Annex D: NFC 2010 Key Events

About National Family Celebrations 2010

First launched in 1985, National Family Celebrations is an important annual national event to celebrate and reinforce the importance of the family. This iconic event is championed by the National Family Council, with strong support from the Ministry of Community Development, Youth and Sports. This year marks the 25th Anniversary of the Celebrations. The National Family Celebrations 2010 (NFC 2010) will be held from 25 May (Tue) to 26 June (Sat) 2010. NFC 2010 will bring together an array of family activities and events organised by community and private organisations. Singaporeans can look forward to a line-up of interesting events and activities for families to spend quality time together. For more information on NFC 2010, please visit www.nfc.sg

About National Family Council

The National Family Council is a people-sector Council formed on 1 May 2006 to champion and promote the building of resilient families, and provide a voice of the people on family issues. It is an advisory and consultative body for family-related policies, issues and programmes. The Council is headed by Mr Lim Soon Hock, Chairman of Centre for Fathering. For more information about the Council, please visit: <http://www.nfc.org.sg> .

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SINGAPORE FAMILY PLEDGE MOVEMENT

About the Singapore Family Pledge Movement


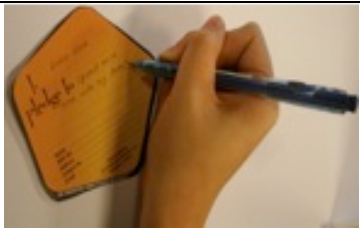


This year marks the 25th Anniversary of National Family Celebrations. The National Family Celebrations 2010 (NFC 2010) Organising Committee has introduced the Singapore Family Pledge Movement to encourage Singaporeans to make a personal commitment to their families.

A strong sense of commitment is the foundation for a strong and functional family. The Pledge Movement aims to encourage individuals to take time and consider how they can further improve their family relationships, be it establishing family traditions, giving appreciation to family members, showing affection or spending time together. For instance, a parent can pledge to have a family day out every Sunday, or a child can pledge to play less computer games to help his mother do some housework. The Organising Committee hopes to garner at least 250,000 family pledges from everybody in the schools, community and corporations.

Apart from individuals, the Organising Committee would also like to invite organisations to be part of this meaningful Movement by collecting family pledges from their employees and customers. Organisations who garner more than 500 pledges will be recognised as a Pledge Ambassador of the Singapore Family Pledge Movement. Participants who contribute pledges by 20 May 2010 will stand a chance to win up to 7 free Family Day Out Tickets to a family attraction so that they can spend memorable time with their loved ones on 29 May 2010. They also stand a chance to win other attractive prizes like airline vouchers, headphones and restaurant vouchers in the Grand Draw.

All pledges collected will be uploaded onto the website of NFC 2010 (www.nfc.sg) and displayed at the finale of the Celebrations, to be graced by our Prime Minister, Mr Lee Hsien Loong, on 26 June 2010.

Four Easy Step to Make the Singapore Pledge

<p><u>Step 1</u></p> <p><u>For Individuals</u> Pick up the Pledge Card from www.nfc.sg, newspaper and magazines, participating schools and workplaces, 18 OCBC branches, 100 FairPrice outlets, all SAFRA clubs and more than 100 F&B outlets. (Log onto www.nfc.sg for more details.)</p> <p><u>For Organisations</u> Email your desired number of pledge cards your organisation would like, and provide the Name and Contact Details of the Person in Charge to: Fax: +65 6221 2196 Email: NFCpledge@aux.com.sg</p>	
<p><u>Step 2</u> Write your personal pledge in the space provided with a pen/marker. The pledges will be in support of the core values held within a Family that you would wish to uphold.</p>	
<p><u>Step 3</u> Fill in your Name, Contact Details and NRIC number in the appropriate fields.</p>	
<p><u>Step 4</u></p> <p><u>For Individuals</u> Return the Family Pledge Card in the following ways:</p> <ul style="list-style-type: none">• Post the Pledge Card to 211, Henderson Road #11-03 Singapore 158552• Submit online at www.nfc.sg• Submit the Pledge Cards at key NFC 2010 grounds events• Submit the Pledge Cards at 18 OCBC branches, 100 FairPrice outlets, all SAFRA clubs and more than 100 F&B outlets (pls log onto www.nfc.sg for details). <p><u>For Organisations</u> Contact us and we will make arrangements to pick up the Pledge cards from your Organisation.</p>	

FAMILY DAY OUT

What is Family Day Out?

Family Day Out is back for the third consecutive year. A key event of this year's Celebrations, it will be held on the first day of the June school holidays (29 May 2009). This is a day where families and businesses will rally together to celebrate families. Singaporeans are encouraged to take time off their busy schedules and set on this day to spend time with their families. Businesses are encouraged to provide special discounts and packages for families.

Free Family Day Out Tickets

To encourage families to spend this day together, 15,000 free tickets will be given out for access to the following attractions:

1. HiPPo Tour
2. Rhino Tour
3. Singapore Flyer
4. Sentosa Attractions:
 - Sentosa 4D Magix / CineBlast
 - Butterfly Park & Insect Kingdom
 - Fort Siloso
 - Gogreen Segway
 - Images of Singapore
 - Luge & Skyride
 - The Merlion
 - Songs of the Sea
 - Sky Tower

The public can stand a chance to win these tickets (a set of seven tickets per winner) by taking part in the Singapore Family Pledge Movement before 20 May 2010.

Family day Out Carnival at Sentosa

Anchoring the national Family Day Out is a fun-filled "Live, Love and Play" Carnival at Sentosa Palawan Beach on 29 May 2010 (Saturday) from 10am to 6pm. Planned activities will be grouped into 3 zones that epitomise the concept of how families live, love and play together:

LIVE	LOVE	PLAY
<ul style="list-style-type: none"> • Cultural & traditional games • Cultural arts • Storytelling 	<ul style="list-style-type: none"> • Family pledge station • Family photo booth station • Fun family portrait • Song dedication • Xpress your love – Kids Art Corner • Treasure hunt 	<ul style="list-style-type: none"> • Imbiah Family Challenge • XBOX games • Family Tug-of-War • Balloon sculptors • Air brush tattoos • Street magician

About Palawan Beach

Palawan Beach, together with Siloso and Tanjong Beaches, attract over 300,000 guests to Sentosa every month. Palawan has come to be known as Sentosa's family beach, with a host of family-friendly amenities, activities and dining outlets. At Palawan Amphitheatre, children can also go on educational journeys, as they get up close and personal with Sentosa's animal friends, with trainers on hand daily to answer any questions.

Family Day Out @ 5 Districts

This year's Family Day Out would also go to the heartlands. All 5 Community Development Councils (CDCs) and their partners will organise satellite events in their respective districts to provide more choices for families to spend time together on 29 May 2010 (Saturday). The details are as follows:

Event	Venue	Time	Highlights
Family Day Out @ Central	Ang Mo Kio Central Stage	5pm to 9.30pm	<ul style="list-style-type: none"> Interactive family sports competition Arts showcase for families
Family Day Out @ South East	East Coast Park	2pm to 9pm	<ul style="list-style-type: none"> Movie by the beach Sandcastle building
Family Day Out @ South West	SAFRA Jurong	10am to 8pm	<ul style="list-style-type: none"> Interactive play in 3 storey playground Water activities and water games Choreographed stage performances and circus performances Photo taking opportunities with comic characters
Family Day Out @ North East	Al-Mawaddah Mosque	9am to 10pm	<ul style="list-style-type: none"> Family telematch Futsal competition Harmony walk cum aerobics exercise Healthy cooking competition
Family Day Out @ North West	Open space next to Woodlands Civic Centre	7pm	<ul style="list-style-type: none"> Outdoor Film Screening for families

The public can sign up for all Family Day Out (29 May 2010) and Family Sports Day (26 June 2010) activities, including Imbiah Family Challenge and Family Car Rally, at www.nfc.sg or e-mail johnson@aux.com.sg or call 6777 1672.

NFC 2010 Sponsors (to date)

Platinum Sponsors

OCBC Bank
Sentosa

Gold Sponsors

Allswell
Jetstar Asia
NTUC FairPrice

Silver Sponsors

Focus Media
Tung Lok Group

Quotes from Sponsors and Key Partners of NFC 2010**OCBC Bank**

“OCBC Bank is proud to partner National Family Council and Ministry of Community Development, Youth and Sports (MCYS) in this year’s National Family Celebrations, given our strong focus on banking services for the family segment. From customer insights gained through extensive research on the needs of this segment, we have created a unique family-oriented banking environment and rolled out several innovative products and services to support family banking.”

“Besides our OCBC Mighty Savers Programme which focuses on teaching young children how to save in a fun way, full-service Sunday Banking is another key service designed around our family banking customer experience. Sunday banking offers our customers a viable option to conduct their banking transactions at a more leisurely pace on Sundays instead of taking leave or time-off from their busy work schedules on weekdays. In addition, there is a deliberate effort to adapt our infrastructure to suit families. For example, there is a dedicated counter called the Mighty Savers Fast Track for children to transact with our bank tellers. Special steps are placed at these counters so that children can see the entire transaction process. This often thrills the children and they feel motivated to visit the bank regularly to deposit their money.”

“In 2008, as part of our family-centric strategy, OCBC partnered with MCYS to take on the role of managing agent of the Baby Bonus Children Development Account (CDA). Our overwhelming market share in Baby Bonus CDAs is testament to our success in engaging the family segment. Parents who choose to appoint OCBC Bank to manage their CDAs will enjoy better-than-market interest rates, a comprehensive suite of product offerings and the convenience that only a Singapore bank could offer.”

“OCBC Bank has also received the Businesses for Families Mark from Businesses for Families Council and MCYS, in recognition of our efforts to invest in product innovation and service improvements to meet the needs of the family.”

Nicholas Tan

Head of Global Wealth Management, OCBC Bank

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Sentosa

"As a family destination, we are proud to support the National Family Celebrations as it celebrates 25 years of bringing families together."

"Also, the opening event will be held on Palawan Beach, which is popular with our family segment that enjoys the regular kids' programming and activities there. The "Live. Love. Play" Carnival will be a fun way to kick off the school holiday season for children, parents, and grandparents at Asia's favourite playground."

Lee Huei Chern

Marketing Director, Sentosa Leisure Group

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Allswell Trading Pte Ltd

"Allswell is pleased to be one of the sponsors for National Family Celebrations 2010. A caring organization always keen to support meaningful causes, Allswell would like to take this opportunity to promote strong family bonds and to Live. Love. Play. Together. wholesomely."

Evelyn Goh

Brand Manager

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Jetstar Asia

"At Jetstar, we are committed to enabling families to travel to more places more often for less. Holidays are a great way to relax together as a family, taking time out of our busy schedules to laugh, play and discover new experiences together. We launched Jetstar Holidays to offer a one-stop holiday shop where you can plan and book a holiday hassle-free with a few clicks of the mouse. Partnering the National Family Council for the National Family Celebrations is very much in line with our belief that families come first. "

Mr Leslie Ng,

Jetstar Asia's Head of Commercial

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NTUC FairPrice

“As a homegrown retailer that has been serving our customers and the community for more than 36 years, FairPrice has become a household name. Our stores not only provide food and daily needs for families, they are also a place for families to bond. Some of our younger customers even fall in love in our stores and found their lifetime partners! Our Senior Citizen Discount Scheme, which offers a two per cent discount to senior citizens on Tuesdays, encourages active ageing and families to shop with their elderly members, drawing an average of 40,000 senior citizens to our stores every Tuesday.”

Mr Seah Kian Peng
CEO (Singapore), NTUC FairPrice

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Centre for Fathering

“We work so hard to put food on the table, let’s celebrate the fruits of our labour with our loved ones.”

Wong Suen Kwong
Executive Director, Centre for Fathering Ltd

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National Library Board

“The National Library Board (NLB) has been working with various partners including the Ministry of Community Development, Youth and Sports (MCYS) to cultivate the love for reading among the public through its collections and literacy-related activities. NLB's 10,000 Fathers Reading! programme aims to increase fathers' involvement in their children's literacy development and strengthen father-child bonding through reading. The programme is for fathers, soon-to-be fathers and grandfathers, with young charges under 12 years old. It enables them to expand their knowledge, spark their imagination and discover possibilities as they embark on an experiential journey. To participate in the series of activities lined up as part of the 10,000 Fathers Reading! programme, log on to <http://10000fathers.nlb.gov.sg/blog/>”

Mrs Kiang-Koh Lai Lin
Director, Reading Initiatives, National Library Board

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National Museum of Singapore

“We sense eagerness from our audience for varied activities and more quality performances for children, so I dare say that in our third year of *Children’s Season*, we have put together a festival of unquestionable magnitude. The Museum will be transformed into a playground of workshops, world-class acts and carnivals, which will surely hold our audience in wonderment.”

Ms Lee Chor Lin,
Director of National Museum of Singapore

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SAFRA National Service Association

“We hope families will take this opportunity to get together for a day of fun and celebrate Father’s Day in a unique way at the National Runway Cycling and Skating event. Families will also get to participate in a host of childhood games commonly played in the 1950s to 90s. Through these games, fathers will be able to bond with their children as they share a piece of their fond childhood memories with them.”

Donald Tan
Deputy CEO (Business Strategies),
SAFRA National Service Association

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