



## **MEDIA RELEASE**

For immediate release

### **FAMILY DAY OUT IS BACK WITH NEW CHANNELS TO ENGAGE FAMILIES ISLANDWIDE**

*National Family Celebrations 2010 Aims To Collect 5,000 Family Memories!*

**Singapore, 29 May 2010** – As part of the 2010 National Family Celebrations (NFC 2010), Deputy Prime Minister Teo Chee Hean (DPM Teo) launched both the Family Day Out and The Family Memories Project today at the Family Day Out Carnival at Palawan Beach, Sentosa. DPM Teo arrived at the Carnival on the HiPPO bus, an open top bus, which gave the Guest-of-Honour a panoramic view of the festivities. DPM Teo also flagged off the Imbiah Family Challenge, which had more than 60 family teams take part in a treasure hunt around Sentosa island. The event was witnessed by NFC 2010 Organising Committee's Co-Chairpersons, Mr Lim Soon Hock and Mr Seah Kian Peng.

#### **Family Day Out**

The Family Day Out (FDO) has been a key event of the National Family Celebrations since 2008. Into its third year, the FDO encourages families to set aside the last Saturday of May (which also marks the beginning of school holidays) to spend time together at their own time, own convenience and at their own chosen locations. This event looks set to become a permanent feature in the country's calendars, as more businesses and community partners come together

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to organize different activities and promotional discounts for families for this day.

For this year's FDO, as in the past, the organizers of NFC 2010 gave out 15,000 free tickets to family members to visit various attractions like the Singapore Flyer, Sentosa attractions, HiPPo Tour and Rhino Tour. Each family was given a set of 7 tickets to enable them to bring members of their extended family to these attractions to enjoy a day together. For this year, winners of these tickets were drawn from the over 20,000 people who had participated in the Singapore Family Pledge Movement started on 4 May 2010.

Anchoring this year's Family Day Out was a fun-filled Family Day Out Carnival at Sentosa, Palawan Beach. This Carnival, open to all members of the public, saw over 25,000 participants. It featured three zones which epitomised the concept of how families "live, love and play together", and included the heartwarming "We're Family" Musical, the Imbiah Family Challenge, XBOX games, cultural and traditional kampong games, performances by Jack and Rai and even exhilarating activities like the Trampoline Bungee Jump and Inflatable Gladiator.

For the first time, families could also take part in any of the 5 satellite Family Day Out events in the 5 different districts. These satellite events included interactive family sports and arts performances at the Central District, interactive water activities at the South West District, family telematch at the North East District and outdoor movie screening at the North West District. Due to the recent oil spill that affected the beaches of East Coast Park, the outdoor movie screening of Transformers II as part of the event "Family Day Out @ South East" was moved



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to Palawan Beach (Sentosa) instead. Overall, at least 15,000 people took part in these satellite Family Day Out activities, with many more spending a family day out in their own manner and style.

### **Family Memories Project**

In celebration of the 25<sup>th</sup> Anniversary of National Family Celebrations, NFC 2010 also launched the Family Memories Project today, setting out to collect at least 5,000 Singapore family memories based on the theme “Live, Love & Play. Together!” The Family Memories Project will collectively constitute a national story of how family lives or routines have changed over the decades, seen through these photo memories.

There are special photos in every home that hold precious sentimental and historical value. Captured on film are cherished moments a family go through together. NFC 2010 would like to encourage the public to post family photos that are meaningful to them, and which could help show how family lives have evolved over the years. Sharing such memories would allow all to hear the story behind the photos, and collectively, enable us to see the changes in how families lived, loved and played in the past 25 years. There are attractive prizes and cash incentives to be won (see [Annex](#)).

When asked about the objectives of the Family Memories Project, Mrs Josephine Teo, Co-Chairperson of NFC 2010 Organising Committee shared, “The Family Memories Project is one of the many exciting initiatives launched by the National



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Family Celebrations 2010. The main goal of the Project is to strengthen and fortify intergenerational family bonds by showcasing the captured moments of a family through photos. We believe that this is a meaningful way of bringing the family together – through the sharing of family stories. For example, grandparents could show their grandchildren past photos of how family lives and routines have changed over the past 25 years, while younger members could help to download these photos for the competition. Through the joint effort, inter-generational communication and bonding within the family could be fostered.”

The photo submission contest consists of 4 categories (before 1984; 1985 to 1995; 1996 to 2005 and 2006 to Present), and a special category for participants who are able to tell their family stories by submitting a series of photographs in all 4 categories. The contest takes the primary form of an online photo submission exercise, and youths are encouraged to help their grandparents and parents in the submission process. The public can also submit photographs via post. The closing date for the contest is 21 June 2010.

Entries will be judged on their relevance to the theme of the competition and accompanying captions. Submitted photographs will be showcased at NFC 2010 closing event on 26 June 2010, weaving a national story on how family lives and routines have evolved in the last 25 years.

Members of the public can submit their family memories by 21 June 2010 online at [www.familymemories.sg](http://www.familymemories.sg) or by post to National Family Council Secretariat at My Singpost Box 880115, Singapore 919191.

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For more information on NFC 2010, members of the public can visit [www.nfc.sg](http://www.nfc.sg) or call 67771672.

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### **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 25<sup>th</sup> 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](http://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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## Annex

### PRIZES FOR THE FAMILY MEMORIES PROJECT

Category	Prizes
Before 1984	1 <sup>st</sup> Prize: NIKON COOLPIX S600 (Worth \$549) + Cash prize of \$ 300 5 Merit Prize: NIKON COOLPIX S70 (Worth \$149)
1985 to 1995	1 <sup>st</sup> Prize: NIKON COOLPIX S600 (Worth \$549) + Cash prize of \$ 800 5 Merit Prize: NIKON COOLPIX S70 (Worth \$149)
1996 to 2005	1 <sup>st</sup> Prize: NIKON COOLPIX S600 (Worth \$549) + Cash prize of \$ 800 5 Merit Prize: NIKON COOLPIX S70 (Worth \$149)
2006 to Present	1 <sup>st</sup> Prize: NIKON COOLPIX S600 (Worth \$549) + Cash prize of \$ 300 5 Merit Prize: NIKON COOLPIX S70 (Worth \$149)
My Family Story – Family Transformation  [Submit a series of photos for all categories above & tell a family story]	1 <sup>st</sup> prize: NIKON DSLR D90 Kit (worth S\$1,988) + Cash prize of \$800

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