

SINGAPOREANS URGED TO MARK THE DATES FOR NATIONAL FAMILY CELEBRATIONS ON THEIR 2010 CALENDARS

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Co-Chairpersons of the NFC'10 Organising Committee updating media on National Family Celebrations for 2010.

Co-Chairpersons of the NFC'10 Organising Committee updating media on National Family Celebrations for 2010. Amidst the year-end revelry, Singaporeans are encouraged to start planning ahead for next year's National Family Celebrations, as it marks its 25th Anniversary.

The National Family Celebrations 2010 (NFC2010) will be held from 29 May to 26 June 2010, with the iconic launch event, Family Day Out, happening on 29 May 2010.

The rationale behind the early formation of the 15-member National Family Celebrations 2010 Organising Committee by the National Family Council is to get Singaporeans to mark the dates of key NFC 2010 events on their calendars, as we gear up for a brand new year.

With planning for the Celebrations underway, the Organising Committee is also encouraging all Singaporeans to respond to the call-out for ideas on what they would like to see implemented in next year's Celebrations.

The NFC 2010 Organising Committee hopes to reach out not only to the individuals, but also organisations in the private, public and people sectors, whose support has always been a crucial contributing factor to the success of the Celebrations.

By starting the preparations for next year's Celebrations early, the Organising Committee is ensuring that organisations are given ample time to consider being a part of the Celebrations as corporate and community partners.

Organisations can do so by supporting the launch and closing events of NFC2010, coming up with attractive family packages and discounts for families, partnering the committee to co-organize family events and activities during the span of NFC 2010, holding their own Family Day Out or offering sponsorship, either in cash or in kind.



Youth volunteers posing for a group photo before hitting the streets to hand out the NFC 2010 stickers!

Together with ten youth volunteers, the three Co-Chairpersons of the Organising Committee, Mr Lim Soon Hock, Mr Seah Kian Peng and Mrs Josephine Teo handed out postcards and notebooks to passer-bys along the busy roads of Orchard Road last Wednesday afternoon.

There are five stickers on each postcard for the public to use as reminders of key NFC 2010 events.

These key events include:

- Eat With Your Family Day (27 May 2010)
- Launch of National Family Celebrations 2010, Family Day Out (29 May 2010)
- Finale of National Family Celebrations 2010 (26 June 2010)
- Make a Date with your Family (two of the stickers will carry a generic message)



One of the stickers distributed to the pedestrians on busy Orchard Road.

The theme for NFC 2010 is "Live, Love and Play Together". It reflects the message that strong family bonds can be built through shared activities.

The word "Together" captures the essence of inter-generational family bonding, while the word "Play" embraces sports and other recreational activities.

Playing together as a family is one of the factors that make the family bonds stronger.

NFC 2010 is a perfect opportunity to get everyone in the family, young and old, to be involved.



Mr Seah Kian Peng handing out a sticker to a father and child in Orchard Road.
It aims to:

- Encourage inter-generational communication and bonding within the family, through activities or programmes that encourage interaction across the generations;
- Raise awareness that grandparents and parents are important role models, source of support and imparter of values to the family; and
- Encourage families to participate in family education programmes and engage in family routines and activities to build strong inter-generational family bonds.

Members of the public can log on to www.nfc.sg to find out more about NFC2010 or submit their ideas on what they would like to see during the celebrations period.

Details on the submission of ideas will also be available in major newspapers, and social networking sites like Facebook.