

MEDIA RELEASE

For immediate release

25TH YEAR OF NATIONAL FAMILY CELEBRATIONS OFFICIALLY LAUNCHED AMIDST OVERWHELMING CORPORATE & COMMUNITY SUPPORT

Singapore, 25 May 2010 – The National Family Celebrations 2010 (NFC 2010), which marks the 25th anniversary of the celebrations, was officially launched by President S.R. Nathan today. President also unveiled an iconic structure – the Singapore Family Pledge Structure. The structure will contain the family pledges of Singaporeans to be collected through the Singapore Family Pledge Movement between now and 26 June 2010. Dr Vivian Balakrishnan, Minister of Community Development, Youth and Sports and Mrs Yu-Foo Yee Shoon, Minister of State for Community Development, Youth and Sports also graced the event.

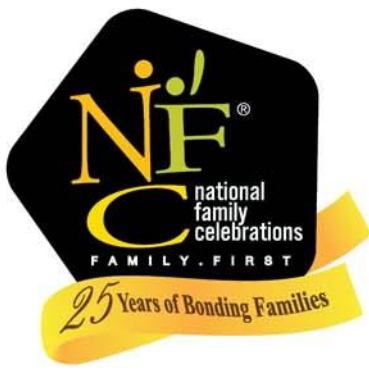
The launch of NFC 2010 took place in the heart of the business district, Raffles Place, this afternoon. Invited guests and the public were treated to an interesting short musical about family ties. They also toured an exhibition gallery which showcased the history of the National Family Celebrations over the past 25 years. After today, the Singapore Family Pledge Structure, the musical and the gallery will be available for public viewing at the Family Day Out Carnival on 29 May 2010 (Saturday) at Palawan Beach, Sentosa; and the grand finale of NFC 2010, Family Sports Day, on 26 June 2010 (Saturday) at Bishan Active Park.

Mr. Lim Soon Hock, Co-Chairperson of the NFC 2010 Organising Committee said, “The National Family Celebrations has come a long way. Back in 1985, Singapore celebrated our first “National Family Week”, as it was called then.

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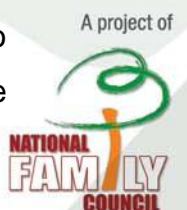


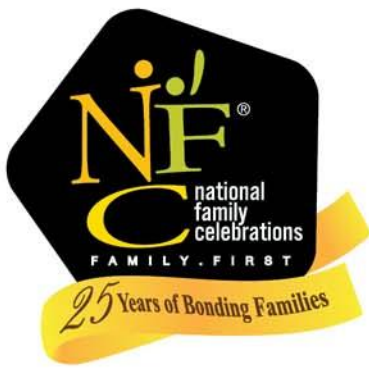
In the past 25 years, the celebration took on different names, from “Family Week” to “Fortnight of Family Fun”. It featured different themes, from “Effective Parents – Happy, Responsible Children” to “Family – Cherish the Bond”. The celebration also offered different activities, from seminars, to workshops, to carnivals and even intergeneration karaoke nights. Even though the celebration takes on many different forms over the past 25 years, they serve one common purpose: building strong family bonds. This is based on the belief that family is the basic building block of society, and the first and most basic institution to which everyone belongs. It is with this in mind that we plan the activities for the month-long celebration year after year, to constantly remind everyone that the family is important and that we should all continue to work to make *family first* an integral part of our culture and way of life.”

When asked about the objectives of NFC 2010, Mr. Lim said, “The National Family Celebrations, as aptly put in its tagline “*Family. First*”, seeks to remind everyone to refocus their priorities and set aside time for their family in today’s fast-paced environment. Through the wide array of interesting programmes, events and activities, we hope to promote the family further and encourage families to come together, form family rituals, create shared memories, and in the process, strengthen family relationships.”

Overwhelming Response from Singapore Family Pledge Movement

Since its commencement on 4 May 2010, the Singapore Family Pledge Movement has seen overwhelming response from Singaporeans. The Movement, which aims to encourage individuals to make a personal commitment to their families, has since received 28,000 pledges, with another 100,000 pledges committed. Among the pledges submitted, there is no shortage of heart warming messages. For example, Ms Masthura Binte





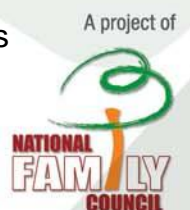
Ismail, 35 years old, pledged to spend more quality time with her family to build strong bonding and understanding amongst her family members, and to have a short vacation whenever possible. Young Elton Lee, 12 years old, pledged to be a role model to his younger brother and to do sports with his family at least once a week.

Today, President Nathan also witnessed 25 individuals (representing Singaporeans from all walks of life) making their personal family pledges. Representatives from various companies, including Dr Cheong Choong Kong, Chairman of OCBC Bank, were also among those who made the family pledge. This demonstrates the strong support of the private sector in promoting the family cause in Singapore.

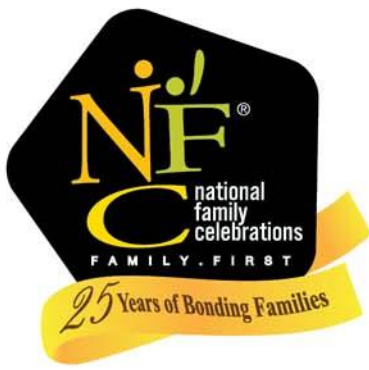
NFC 2010 hopes to garner at least 250,000 family pledges from everybody through schools, community organizations and corporations. Singaporeans can continue to submit their family pledges via post, online at www.nfc.sg, or at various submission points. These include 18 OCBC branches, 98 FairPrice outlets, all SAFRA clubs, 6 Frasers Centrepoint Shopping Malls, 5 People's Association Headquarters, and more than 100 F&B outlets. Pledges can be submitted till 26 June 2010. People who submit their Pledges before 20 June 2010 stand a chance to attractive prizes, such as airline vouchers, headphones and restaurant vouchers.

Strong showing of partnerships for NFC 2010

There has been strong support from the business sector, the community and the public for NFC 2010. More than 300 ground events and activities



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conducted by 46 corporate and community partners will take place island-wide during the month-long celebration.

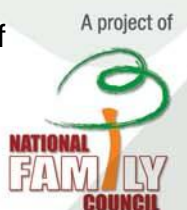
So far, NFC 2010 has attracted 22 business partners to offer different special family packages, as well as leisure, travel and dining discounts during Family Day Out and throughout the month-long celebration. These business partners include Cathay Cineplexes, OCBC Bank, Jack's Place, NYDC and Swensen's restaurants.

Many attractions, such as the Singapore Flyer, the Night Safari, Jurong Birdpark, HiPPotours and DUCKtours have also come forward to offer generous discounts, some up to 50% off their regular ticketed prices. The aim is to encourage families to have a great family time together. By showing the NFC 2010 logo to these attractions, families will get to enjoy exclusive promotional discounts. More details of these promotions can be found on www.nfc.sg.

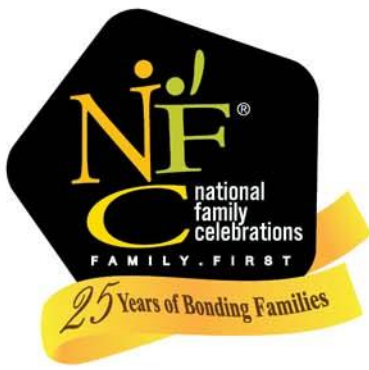
In appreciation of companies that have contributed to the success of NFC 2010, President S.R. Nathan presented tokens of appreciation to OCBC Bank, Sentosa, Allswell Trading Pte Ltd, Far East Organisation, Jetstar Asia, NTUC FairPrice, Focus Media, Jacob's, Jardine Cycle & Carriage and Tung Lok Group.

Family Day Out

For this year, those who have made the Family Pledge before 20 May had a chance to win free tickets for a family outing on Family Day Out to attractions like Singapore Flyer, Sentosa attractions, HiPPo Tour or Rhino Tour. A total of 15,000 tickets at these attractions were distributed to families.



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Families who have yet to make plans for Family Day Out can join in the fun-filled Family Day Out Carnival at Sentosa, Palawan Beach, from 10am to 6pm. The Carnival will feature three zones which epitomises the concept of how families live, love and play together – from family performances to XBOX games, cultural and traditional kampong games and even exhilarating activities like the Trampoline Bungee Jump and Inflatable Gladiator. The admission to the Family Day Out Carnival at Palawan Beach is free, except for the usual entry fees to Sentosa. This year, families can also take part in any of the 5 satellite Family Day Out events in the 5 different districts. These satellite events include interactive family sports and arts showcase at the Central District, sandcastle building at the South East District, interactive water activities at the South West District, family telematch at North East and outdoor movie screening at North West District.

All families are encouraged to start making plans to spend time together on Family Day Out and rejoice with the entire nation as we take time to cherish and appreciate our loved ones!

Conclusion

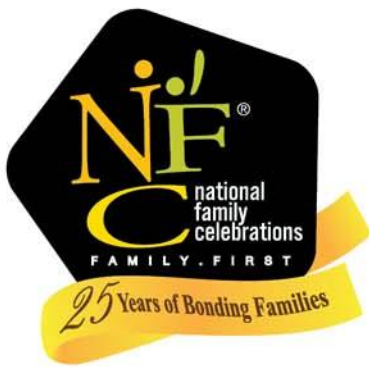
This year's Celebration is a special one for Singapore families, as it celebrates its Silver Jubilee. The NFC 2010 is larger in scale, garners more extensive participation, and provides new features such as the Singapore Family Pledge Movement and the Singapore Memories Project¹ which collects family photos over the last 25 years. The participation of many

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

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corporate, community and commercial partners symbolize our common vision and desire to make Singapore a great place for families and children.

The public can sign up for Family Day Out activities (29 May 2010) at www.nfc.sg or e-mail FamilyDayOut@nfc.sg or call 6777 1672. For more information on NFC 2010, members of the public can visit www.nfc.sg.

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.

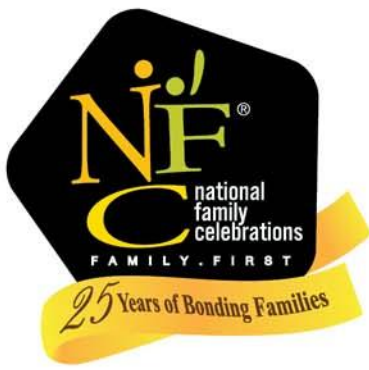
About National Family Council

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

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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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