

MEDIA RELEASE

Embargoed till 6 May 2009, 12.00pm

SINGAPOREANS VIEW FAMILY AS TOP PRIORITY, AND WOULD LIKE TO SPEND MORE TIME WITH FAMILY MEMBERS

Singapore, 6 May 2009 – Singaporeans put family as their top priority, and many spend time with their family during meals and family outings. In a poll conducted by the National Family Council (Council) last month (see [Annex A](#)), 300 Singaporeans were asked to share what comes first in their lives. Six in 10 (58.3%) of the respondents chose family, followed by personal pursuits/interest (11%) and health (10.3%). Despite the hectic schedule in Singapore, a fair proportion (41.6%) of respondents does have meals with their family at least 4 times a week. Four in ten respondents (40.3%) also go out with their families at least once a week, and half of them (47%) communicate and engage in activities with their families 5 to 10 hours every week.

The poll also revealed that 9 in 10 respondents enjoy spending time with their families, and are always there when their family needs them. However, many (57.7% of the respondents) agree that they do not spend enough time with their families. One in 3 respondents (30%) reported that they spend less than 5 hours a week with their families. Most respondents (90%) would like to spend more time with their families, including those who think that they spend enough time.

“Living in cosmopolitan Singapore, we work hard to put food on the table. We work even harder during this time of economic uncertainty. However, we must remember that family relationships, like all relationships need to be nurtured and tended to, whether in good times or bad. In fact, family ties can be strained as families go through stress. There is thus a greater need to consciously pay attention to building family resilience. The results of the poll are heartening, as it shows Singaporeans are still placing family first during this time. But it also shows there is room for improvement in terms of spending time together. That is

why the National Family Council holds the National Family Celebrations every year - to reinforce the importance of the family, and the importance of making time for our families. For this year in particular, the Celebrations are even more needed to bring some fun and cheer. After all, the family that plays together stays together,” said Mr Lim Soon Hock, Chairperson of the National Family Council and Co-Chairperson of the National Family Celebrations '09 (NFC'09) Organising Committee.

National Family Celebrations is an annual iconic event organised by the National Family Council. It provides many opportunities for families to spend time together and create memorable shared experiences. These are essential for building and maintaining strong family relationship.

The theme for this year's Celebration is Parenting. The National Family Celebrations 2009 (NFC'09) will run from 30 May (Saturday) to 28 June 2009 (Sunday), and will bring together activities and events by community and private organisations. Singaporeans can look forward to an array of exciting and interesting events and activities to spend quality time as a family during this month.

Singapore's Family Day Out (on 30 May 2009)

This year's Celebrations will once again feature the Family Day Out. Held on the first Saturday of the June school holidays, the National Family Council is encouraging Singaporeans to specifically set aside the day to spend time with their families at their own time own target.

To create opportunities for families to spend time together in a fun and meaningful way on Family Day Out, NFC'09 will be giving away 15,000 free tickets to the public, so that they can enjoy a family outing at Singapore attractions like the ACE! Festival (performances by I Theatre), Chinatown

Heritage Centre, HiPPo River Cruise, HiPPo Tour, Imperial Cheng Ho (harbour cruise by WaterTours), Rhino Tour, Singapore Flyer, and Singapore River Cruise. The public can stand a chance to win these tickets (a set of seven tickets per winner) through a simple contest. Details of the contest are available on www.nfc.sg and can be found in major newspapers.

There will also be a Family Day Out Carnival along the Singapore River (near Empress Place) from 10am to 6pm on that day. Families can bring both the young and the old to enjoy a cool family outing. Planned activities include a Rock Band Family Battle, a Lego Family Building competition, meet and greet sessions with characters from the hit animation series Ben 10, a puppet show, and talks by certified nutritionists and childcare experts. The Family Day Out Carnival hopes to attract at least 30,000 people. Admission is free.

Explaining the focus of this year's Celebrations, Mrs Josephine Teo, Co-Chairperson of the NFC'09 Organising Committee said, "The foundation for a strong family is laid by the parents. This year's Celebrations thus seek to draw attention to the importance of good parenting. The Carnival and Family Day Out provide a spectrum of activities that cater to families with young children, as well as those with teenagers. We have made a special effort to include activities appreciated by youths, such as interactive games and the Rock Band Family battle. These are games youths can play with their parents. There are also activities that appeal to young children, and those which encourage families to work together, like the Lego Building competition."

Celebrations all across the island on Family Day Out

Apart from the Carnival at the Singapore River, many community partners have organised activities, both on Family Day Out, and throughout the month of June. One such partner is the National Trade Union Congress (NTUC), which will be organising "May Day Family Day Out with U" in support of NFC'09. Held in

partnership with NTUC Club at Downtown East on 30 May 2009, union members and their families will get to bond and strengthen family ties through kampong-style family challenges, games, and all-day entertainment. This is an annual event that is held in celebration of May Day.

Another partner coming onboard the Celebrations is SAFRA. SAFRA will be opening its newest clubhouse, SAFRA Jurong, with a two-day Open House on 30 and 31 May 2009 for NSmen, their families and the public. Built as a pro-family clubhouse with unique family-oriented facilities (like its three-storey indoor playground, called “Kidz Amaze” that has one of the highest spiral slides in Asia), SAFRA Jurong has lined up a host of fun filled activities, enriching programmes, providing free access to selected facilities, and special promotional discounts and packages at its tenants.

Businesses are also invited to join in the Celebrations, by holding their own promotions and incentives to encourage Singaporeans to spend more time with their families.

Mr Seah Kian Peng, Co-Chairperson of the NFC'09 Organising Committee said, “This year, we urge businesses and organizations to come on board to support the Celebrations, especially lending their support at the launch and closing events, or providing special packages and discounts throughout the month of June. This augurs well for the business world. Beyond this, I would also urge employers to enable their employees to spend time with their families on Family Day Out. For those companies that are working on Saturdays, we encourage you to organize your Family Day on 30 May. You are also encouraged to release your employees earlier, where possible. After all, happy employees make productive employees.”

Eat With Your Family Day

A key event of NFC'09 is "Eat With Your Family Day", organised by the Centre for Fathering. It seeks to remind Singaporeans to make time for their family meals and make them a family ritual. Held on the last Friday before the June school holidays, this year's theme is "A ritual of the heart", where fathers are encouraged to bring their families out for a meal or cook for their families. To date, 88 corporations and 36 schools have pledged to let their staff and students off at 5pm, to allow them to be home in time for a family dinner.

For more information on NFC'09 and Family Day Out, members of the public can visit www.nfc.sg.

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Media Contact

AsiaPRWerkz

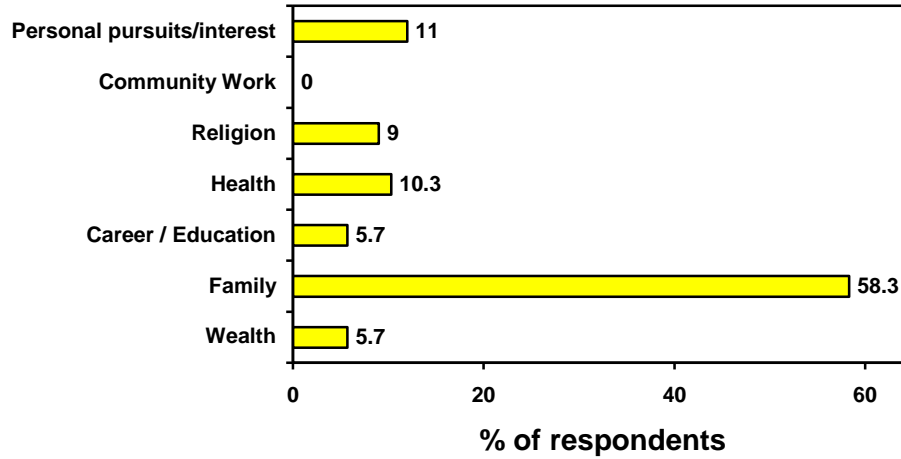
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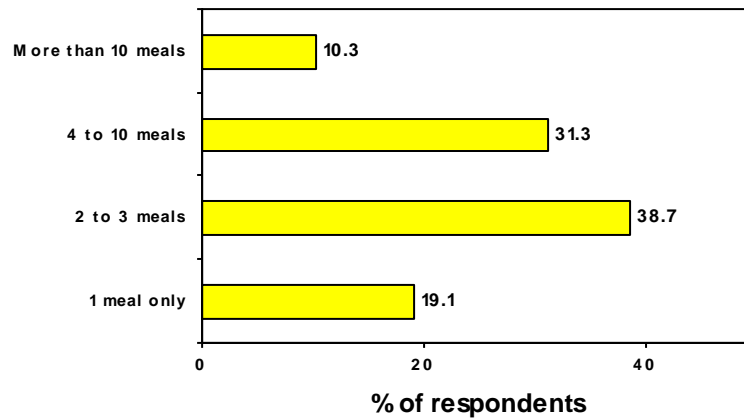
Poll Questions

Based on 300 respondents

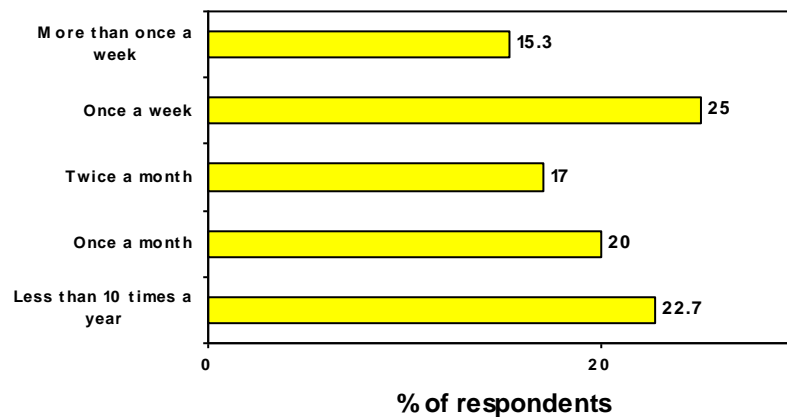
1. What comes first in your life?



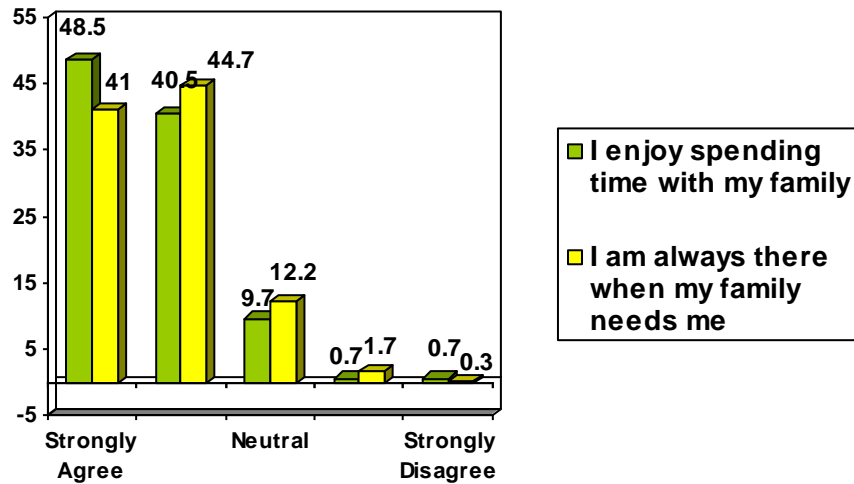
2. How many meals do you have with your family every week?



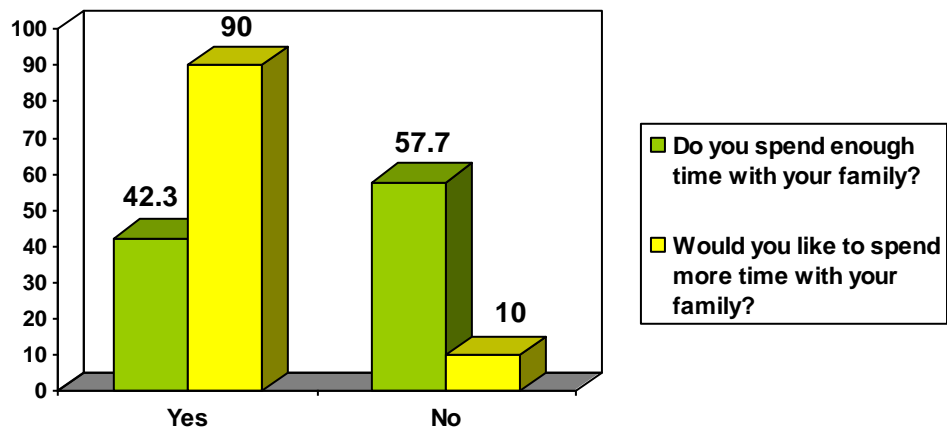
3. How often do you go for an outing with your family?



4. Please indicate your level of agreement for these statements (strongly agree, agree, neutral, disagree, strongly disagree):



5. Choose yes or no:



6. On average, how many hours per week do you spend communicating and engaging in activities with your family?

