

## **MEDIA RELEASE**

To New Editors

### **MORE FAMILY BONDING ACTIVITIES FOR NSMEN IN CELEBRATION OF SG50**

6 June, Singapore – National Servicemen (NSmen) can look forward to more family bonding activities as SAFRA celebrates Singapore's Golden Jubilee. These efforts by SAFRA to promote strong family ties are in partnership with Families for Life. Second Minister for Defence Mr Lui Tuck Yew announced a two-year partnership renewal with Families for Life during the SAFRA Lil' Stars talent time competition held at SAFRA Toa Payoh today. The newly appointed President of SAFRA joined participants in completing a special SG50 celebratory collage which featured 500 drawings by NSmen and their families on what they love about Singapore.

Mr Lui said: "Strong families make for a strong Singapore. For our NSmen, this is especially critical as strong families give them the peace of mind and the *raison d'etre* to do what they need to do, because if we have to go to war, if we have to fight, it is to defend our country, our families and our way of life. This is one of the many ways we can try to bring NSmen and their families together and inculcate stronger bonds. If we look at the performances today, they went through many rehearsals, singing and dancing, and when you have a family working together on a project like this, I think it makes the time even more special and the memories even more precious in the years to come.

Mr Lui also shared that SAFRA's partnership with Families for Life which first began in 2011 has been a good one with about 160,000 NSmen and their families participating in activities over the last two years. This is triple the participation as compared to the first two years. More exciting programmes have also been planned this year to help NSmen and their families build stronger ties within the family unit.

The partnership will provide SAFRA with \$700,000 in funding over the next two years and a total of 14 activities have been planned from this month till March next year. Some of these activities will feature programmes that celebrate Singapore's rich heritage and unique identity.

This year's activities will see the return of popular crowd-pullers such as the SAFRA Family Day Out held at various attractions in Singapore, and a special Army edition of SAFRA Sprint Kids Xtreme which will feature fun-filled obstacle challenges inspired by the SAF's Standard Obstacle Course. On 13 September, SAFRA will also organise a special event, the SAFRA Celebration Run & Ride. Featuring a 5-kilometre celebration run, a 1.5-kilometre Families for Life run and unlimited rides in Universal Studios Singapore at Resorts World Sentosa, there will be highlights along the running route and engaging activities that feature Singapore's unique icons and quirks in a humorous and fun way.

Mr Ching Wei Hong, Families for Life Council Chairman said: “We are delighted to be renewing our partnership with SAFRA again. The strong support that we received from NSmen and their families year on year has shown that more fathers are making deliberate choices to spend time to bond with their children. Going beyond fun and play, these activities serve as meaningful opportunities for them to teach their children positive life lessons. We also hope to inspire more fathers to be involved with day-to-day parenting and be positive role models for their children.”

The SAFRA Lil’ Stars is one of the first activities to be held as part of the renewed partnership. The Family category was won by team ‘Big Bang Fantastic Baby’, a three-generational family. Mr Nick Goh Chong Hua, 40, his wife Tristine Soh Ching Yi, 35, and their two children Summer Goh, 9, and Ocean Goh, 5, were the winners of the same category at last year’s event. This year, even their parents Mr Goh Ah Kow, 74, and Mdm Quek Swee Choo, 69, joined in the fun to help the team bag the top prize. The event was attended by more than 200 NSmen and their families today and is still ongoing till next weekend when the finals of the Group and Solo categories will be held.

Kindly refer to **Annex A** for the fact sheet on SAFRA’s partnership with Families for Life and upcoming activities till March 2016.

### **About SAFRA National Service Association**

SAFRA was formed in 1972 to provide for the social and recreational needs of NSmen and their families through quality sports, social, educational and cultural programmes to recognise NSmen for their contributions to National Defence. SAFRA currently has a network of five clubs conveniently located in Jurong, Mount Faber, Tampines, Toa Payoh and Yishun. Complementing the modern facilities at SAFRA clubs is a host of quality membership benefits and activities specially packaged for over 350,000 members and their families.

### **About Families for Life**

Families for Life aims to promote strong and resilient families in a genuine and positive way. Through engaging Singaporeans about families and providing platforms for family bonding, we aim to inspire Singaporeans to renew their commitment to their families. The Families for Life Council is headed by Mr Ching Wei Hong, Chief Operating Officer, OCBC Bank. For more information, please visit [www.familiesforlife.sg](http://www.familiesforlife.sg) and [www.facebook.com/familiesforlife.sg](https://www.facebook.com/familiesforlife.sg).

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## FACT SHEET ON SAFRA'S PARTNERSHIP WITH FAMILIES FOR LIFE

### FIRST TWO YEARS OF PARTNERSHIP

On 19 June 2011, SAFRA inked its first 2-year partnership with Dads for Life (renamed Families for Life in February 2014). As part of the partnership, SAFRA received a funding of \$700,000 from Dads for Life over two years to promote stronger father and child bonds through SAFRA's activities and events. A total of 14 Dads for Life activities and programmes were organised by SAFRA between June 2011 to March 2013, garnering a total participation of **54,240 NSmen and their children**.

#### List of Dads for Life Activities (June 2011 – March 2013)

S/N	Activities in FY 2011/ 2012	No. of Participants
1	Playtime @ the Pool	4,849
2	Fathers @ School Programme	467
3	SAFRA Football Fiesta	78
4	SAFRA Sprint Kids 2011	1,508
5	SAFRA Singapore Bay Run & Army Half Marathon 2011	13,228
6	SAFRA AVventura 2012	86
7	Singapore Biathlon 2012	546
	<b>Total</b>	<b>20,762</b>

S/N	Activities for FY 2012/ 2013	No. of Participants
1	Playtime @ the Pool	4,574
2	Fathers @ School Programme	370
3	SAFRA Sprint Kids 2012	2,015
4	National Runway Cycling and Skating 2012	4,613
5	SAFRA Singapore Bay Run & Army Half Marathon 2012	21,622
6	SAFRA Football Fiesta	156
7	SAFRA AVventura 2013	128
	<b>Total</b>	<b>33,478</b>

### CONTINUED SUCCESS SECOND TIME AROUND

SAFRA renewed the partnership in 2013 for another two years. As part of the tie-up, SAFRA received a funding of another \$700,000 over two years. A total of 26 Families for Life activities and programmes were organised by SAFRA between June 2013 to March 2015, garnering a total participation of **159,217 NSmen and their families**. This was a **threefold increase** as compared to the first two years of partnership.

List of Families for Life Activities (June 2013 – March 2015)

S/N	Activities in FY 2013/ 2014	No. of Participants
1	SAFRA Frasers Rewards Sprint Kids 2013	1,270
2	SAFRA Singapore Bay Run & Army Half Marathon 2013	26,000
3	SAFRA Swim For Hope 2013	402
4	SAFRA Fright Nite 2013	163
5	It's Pumpkin Time @ SAFRA Toa Payoh	694
6	SAFRA Football Fiesta 2013	532
7	Open House @ SAFRA Mount Faber	9,243
8	SAFRA Toy World Expo 2013	8,000
9	SAFRA Day Out 2013	1,505
10	Fun Learn & Play @ SAFRA Toa Payoh	8,884
11	SAFRA AVventura 2014	406
12	Carvivor Rally 2014	1,531
13	SAFRA Jurong Open House 2014	11,200
14	Fathers @ School Programme	422
<b>Total:</b>		<b>70,252</b>

S/N	Activities for FY 2014/ 2015	No. of Participants
1	SAFRA Learning Playground	5,243
2	SAFRA Sprint Kids Xtreme 2014	7,028
3	SAFRA Lil' Stars 2014	1,200
4	SAFRA Football Fiesta Soccer Fever-World Cup	8,560
5	SAFRA Singapore Bay Run & Army Half Marathon 2014	46,579
6	Families for Life activities at SAFRA Adventure Sports Centre	551
7	Toy World 2014	8,235
8	SAFRA Mount Faber Open House	4,500
9	Christmas Light Up Ceremony at SAFRA clubs	1023
10	SAFRA Family Day Out 2014	3,179
11	SAFRA AVventura 2015	366
12	SAFRA Family Day Out 2015	2,501
<b>Total:</b>		<b>88,965</b>

### THIRD RENEWAL OF PARTNERSHIP

SAFRA has renewed its partnership with Families for Life for another two years. SAFRA will receive a total funding of another \$700,000 with the aim of engaging at least 70,000 NSmen and their families over the next two years.

A total of 15 family bonding activities have been selected as part of the partnership for the first year. These are summarised below. Activities for the second year will be confirmed at a later date.

List of Families for Life Activities (May 2015 – March 2016)

<b>S/N</b>	<b>Date</b>	<b>Activities</b>	<b>Description</b>
1	30 May 15	Building Bonds with Art	Organised by SAFRA Mount Faber, the event bonded NSmen and their families through art. In addition to various age-group categories for children, a Family category was also introduced this year. Participants exercised their creativity based on an SG50 theme.
2	6-13 Jun 15	SAFRA Lil' Stars	Organised by SAFRA Toa Payoh, the 3 <sup>rd</sup> edition of this talent time competition features four categories – Family, Solo, Junior Solo and Group, to offer a platform for NSmen to bond with their families and support their children in exploring their talents. To celebrate SG50, a collage featuring more than 500 drawings on what NSmen and their families love about Singapore was launched at the event.
3	Jun 15, Nov 15, Mar 16	SAFRA Family Day Out (3 editions)	Each edition is held at a different popular attraction in Singapore. The upcoming event on 21 Jun 15 will be held at Adventure Cove Waterpark. NSmen and their families enjoy access to these attractions at discounted rates. Fringe activities are also organised to engage participants and promote family bonding.
4	13-21 Jun 15	SAFRA Sprint Kids Xtreme	Organised by SAFRA Jurong, the 6 <sup>th</sup> edition of the event features six Singles categories for children of different age-groups and gender, a Family of Four Challenge and a non-competitive Parent and Child Race. To celebrate NSmen's contributions in Singapore's progress and SAF50, fun-filled obstacle challenges inspired by the SAF's Standard Obstacle Course will be featured as part of the race for the very first time.
5	27-28 Jun 15	SAFRA Yishun Open House	The event will offer NSmen and their families an opportunity to bond through various activities at the SAFRA Adventure Sports Centre and Indoor Air Weapon Range. Other fun-filled games will also be organised at the club.
6	Aug 15	National Day celebratory activities	Special National Day celebratory activities will be organised to mark Singapore's 50 <sup>th</sup> birthday.

7	13 Sep 15	SAFRA Celebration Run and Ride	<p>This is a special event organised in celebration of SG50 and SAF50. It will feature a 5-kilometre celebration run, a 1.5-kilometre Families for Life run and unlimited rides in Universal Studios Singapore at Resorts World Sentosa. There will be highlights along the running route and engaging activities that feature Singapore's unique icons and quirks in a humourous and fun way.</p> <p>Registration is open. SAFRA members enjoy discounts of 33 percent or more on all packages during the early bird promotion period. Registration fees start from as low as \$25 for adults and \$15 for children, and the promotion is limited to the first 5,000 registrants. Participants will also receive a complimentary \$5 Universal Studios Singapore retail voucher, limited to the first 5,000 participants who register using a MasterCard® card.</p>
8	Sep 15	SAFRA Learning Playground	Organised by SAFRA Toa Payoh, this is an educational carnival where parents and their children can learn about the road to academic success. From mathematics workshops and seminars to fencing classes, parents will be exposed to a range of activities beneficial to their child's development.
9	Sep 15	Gundown	Organised by SAFRA Yishun, the 2 <sup>nd</sup> edition of this paintball competition will feature a category catering to families.
10	5-6 Sep 15	Mount Faber Fiesta 2015	Organised by SAFRA Mount Faber, NSmen and their families will be treated to a weekend of fun-filled activities, games and sporting challenges.
11	5 May-Nov 15	SAFRA Football Fiesta	Organised by SAFRA Tampines, this annual football competition series offers a wide variety of activities for football fans spanning till the end of the year, such as an 11-a-side and Futsal Night Leagues, BPL Live Screenings with a Foosball Challenge and other football-related exhibitions.

12	21-22 Nov 15	Funtopia @ SAFRA Jurong	For two days in November, the SAFRA Jurong open house will provide opportunities for families to come together and bond through various activities. From the swimming pool to function rooms, SAFRA Jurong will be converted into a huge playground for everyone in the family.
13	Jan 16	SAFRA AVventura	Organised by SAFRA Yishun, the adventure race celebrates its 10 <sup>th</sup> edition early next year. The race will challenge participants in a wide variety of adventure disciplines as well as mystery challenges as they navigate on foot, bike and kayak. There will be a Families for Life category catering to NSmen with young children.

*(Note: There are three editions of SAFRA Family Day Out. Among the 15 activities, 14 of them will be held between the day of announcement on 6 June 2015 and March 2016).*