

15 May 2016

## **MEDIA RELEASE**

### **OVER 3,800 PAPER ROSES CREATED AT THE SAFRA FAMILY FEST! BROKE THE SINGAPORE RECORD IN CELEBRATION OF THE INTERNATIONAL DAY OF FAMILIES**

- Over 1,500 NSmen and their families pledged their commitment to positive family values with Singapore's 'Largest Display of Rolled Paper Roses' in celebration of International Day of Families
- SAFRA planned 16 Families for Life activities over the next 10 months

NSmen and their families broke the Singapore record for the 'Largest Display of Rolled Paper Roses' at SAFRA Jurong today as they gathered to celebrate International Day of Families at the SAFRA Family Fest.

More than 1,500 participants rolled a total of 3,850 paper roses as they pledged their commitment to promote positive family values within their households. The effort began two weeks ago. The roses, in five different colours, each represented an important family value that anchors strong family ties – Care & Concern, Filial Piety, Communication, Respect, and Commitment. The record-breaking display of rolled paper roses, measuring 2.4 metres by 2.2 metres, will be showcased at the club till the end of the June school holidays.

As part of the SAFRA Family Fest! celebrations held at the club, families participated in fun-filled tele-matches featuring challenges in everyday household chores. Families were also treated to many other activities such as face painting, 3D art piece design and playtime with bouncy castles.

Ms Tham Lai Mun, Club Manager of SAFRA Jurong, commented: "Families are a big part of NSmen's lives. Strong and stable families allow our NSmen to serve their National Service duties with peace of mind. Through today's activities, we hope to do our part to promote strong bonds within NSmen's families by highlighting positive family values. For example, values like 'Commitment' can mean a greater resolve to spend more quality time together or making more deliberate attempts to express their love for one another. At the same time, we also hope that the tele-matches will enable children to better appreciate the hard work that their parents put into taking care of the family."

The SAFRA Family Fest! is among a string of family bonding activities organised by SAFRA as part of its ongoing partnership with the Families for Life Council to promote stronger family ties. A total of 14 family bonding activities were organised as

part of the partnership for the first year and these attracted the participation of almost 50,000 NSmen and their families.

NSmen and their families can look forward to another 16 Families for Life activities over the next 10 months, such as SAFRA Punggol's '30 Days of Fun Carnival' spanning the month of June, which will feature the inaugural SAFRA Punggol Waterway Challenge, a special Father's Day weekend playtime at Splash @ Kidz Amaze indoor water playground, as well as other programmes and promotions at the club. A new Ultimate Frisbee & Bubble Soccer competition will also be staged at SAFRA Tampines in July this year.

The previous record was a display measuring 1.7 metres by 1.7 metres, comprising 3,160 rolled paper roses.

Kindly refer to **Annex A** for more details on SAFRA's ongoing partnership with the Families for Life Council and the list of upcoming activities.

### **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 six clubs conveniently located in Jurong, Mount Faber, Punggol, Tampines, Toa Payoh and Yishun. Complementing the modern facilities at SAFRA clubs are a host of quality membership benefits and activities specially packaged for over 370,000 members and their families.

### **About Families for Life**

A family for Life's vision is to build strong and resilient families because that makes for stronger communities and better individual well-being.

**We Listen.** We listen to the issues that Singaporean families are facing.

**We Explore** and Promote. We bring people and organisations together to create platforms for family bonding and to engage Singaporeans in conversations about families.

**We Voice.** We voice out concerns that people have on family issues and continue this conversation with our partners and the community.

The Council is chaired by Ching Wei Hong, who is the Chief Operating Officer of OCBC Bank. Visit us at [www.familiesforlife.sg](http://www.familiesforlife.sg).

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

In April 2015, SAFRA renewed its partnership with Families for Life Council for another two years. SAFRA aims to engage at least 70,000 NSmen and their families over the two years. A total of 14 family bonding activities were selected as part of the partnership for the first year and these attracted the participation of almost 50,000 NSmen and their families.

Moving into the second year of the partnership, a suite of 18 activities and programmes has been planned from April 2016 to March 2017. Families can look forward to Families for Life featured activities and categories in the upcoming events.

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

S/N	Activities in FY 2015/ 2016
1	Building Bonds with Art
2	SAFRA Lil' Stars
3	SAFRA Family Day Out ( <b>3 editions</b> )
4	SAFRA Sprint Kids Xtreme
5	SAFRA Yishun Open House
6	SAFRA Celebration Run and Ride
7	SAFRA Learning Playground
8	Home for Christmas
9	Mount Faber Fiesta 2015
10	SAFRA Football Fiesta
11	Funtopia @ SAFRA Jurong
12	SAFRA AVventura

### List of Families for Life Activities (April 2016 – March 2017)

S/N	Date	Activities	Description
1	16-24 Apr	SAFRA Badminton Tournament 2016	Organised by SAFRA Tampines since 2010, the SAFRA Badminton Tournament has been one of the club's flagship events. The event serves as an engaging sporting platform for NSmen and their families to strengthen family bonding and build a healthy lifestyle. This year, families also participated in the Families for Life Parent-and-Child Doubles Open Category.

2	15 May	SAFRA Family Fest! Everyday Heroes	NSmen and their families enjoyed fun-filled activities at SAFRA Jurong to celebrate International Day of Families.
3	Jun 16 Nov 16 Mar 17	SAFRA Family Day Out <b>(3 editions)</b>	Each edition is held at a different popular attraction in Singapore. 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	1-30 Jun 16	30 Days of Fun Carnival at SAFRA Punggol <i>(comprises a series of 3 key events)</i>	NSmen and their families at SAFRA Punggol can look forward to a month-long carnival filled with special promotions and unique events such as EnergyOne Fitness Fiesta on 4 & 5 June, SAFRA Punggol Waterway Challenge on 11 June and Father's Day Weekend Splash on 18 June. These events are aimed at strengthening family bonding.
5	11-19 Jun 16	SAFRA Sprint Kids Xtreme	The 7 <sup>th</sup> edition relay-style competition is back with an enhanced obstacle course. Organised by SAFRA Jurong, the event will feature a series of challenges inspired by the Singapore Armed Forces' Standard Obstacle Course (SOC) such as stepping stones, dodging panels, balancing bridge, Apex ladder, tunnel and low wall.
6	Jun 16	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.
7	Jul 16	Ultimate Frisbee & Bubble Soccer Challenge	This is a new competition to be organised by SAFRA Tampines.

8	28 Aug 16	SAFRA Singapore Bay Run & Army Half Marathon	Organised by SAFRA and the Army, the 24 <sup>th</sup> edition is back this year after taking a break in 2015 for the SG50 celebrations. The event features four categories – 21km Army Half Marathon, SAFRA 10km Race, SAFRA 5km Fun Run and Families for Life 800m Challenge. NSmen and their families will also enjoy carnival activities and street-side festivities.
9	Sep 16	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, the event will showcase a wide range of activities beneficial for child development.
10	1-2 Oct 16	Children's Day Celebrations at SAFRA Jurong	Children will be treated to a weekend of fun-filled activities, sports and entertainment.
11	Oct 16	SAFRA Swim for Hope	SAFRA Swim for Hope is the flagship charity event organised by SAFRA Tampines for NSmen and their families to contribute to charitable causes, while promoting fitness and bonding through swimming.
12	Nov 16	Building Bonds With Art – Open House Edition	Organised by SAFRA Mount Faber, the event bonds NSmen and their families through art and creativity. This will be held together with SAFRA Mount Faber's two-day open house.
13	May-Nov 16	SAFRA Football Fiesta	The annual football competition series organised by SAFRA Tampines offers a wide variety of activities for football fans spanning till the end of the year, including 5-a-side, 7-a-side and 11-a-side competitions, as well as the 5-Stars Arising League, EuroCup and BPL live screenings and other football-related exhibitions.
14	3-4 Dec 16	Funtopia at SAFRA Jurong	For two days in November, the SAFRA Jurong open house will bond families through various activities. From the swimming pool to function rooms, SAFRA Jurong will be converted into a huge playground for everyone in the family.

15	Feb 17	Valentine's Day at SAFRA Jurong	SAFRA Jurong will celebrate Valentine's Day with families through themed activities and talks to help couples celebrate their love and couple bonds.
16	Mar 17	SAFRA AVventura	Organised by SAFRA Yishun, the adventure race will be back for its 11 <sup>th</sup> edition. 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 also be a Families for Life category catering to NSmen with young children.

*(Note: There are three editions of SAFRA Family Day Out)*