

## **Press Release**

To News Editors

### **SAFRA RENEWS PARTNERSHIP WITH DADS FOR LIFE MOVEMENT TO PROMOTE ACTIVE FATHERING AMONG NSMEN**

There is more good news for NSmen daddies this Father's Day. They can look forward to more bonding activities with their kids over the next two years with the renewal of SAFRA's partnership with the Dads for Life Movement to promote stronger father and child bonds.

This was announced by Dr Maliki Osman, Senior Parliamentary Secretary for Defence and Deputy President of SAFRA, on the sidelines of a special Father's Day celebration held at the ongoing SAFRA Frasers Rewards Sprint Kids 2013 this afternoon.

The event is one of the 12 selected this year to encourage NSmen fathers to spend more quality time with their families. Over the next nine months, NSmen fathers and their children can also look forward to a wide variety of Dads for Life activities in running, football, swimming, motor sports, adventure racing and many other fun-filled school holiday games and contests.

With a total funding of \$700,000 from Dads for Life, SAFRA aims to engage 60,000 NSmen fathers and their children over the next two years through such family-centric activities.

Dr Maliki Osman commented, "Family is the bedrock of NSmen's commitment to National Defence, so we want to make sure that we strengthen every family. We are glad that the family movement is something that is actively being promoted and SAFRA is very keen to ensure that we provide NSmen with opportunities to be good fathers. When you have a strong relationship within the family, it gives a better sense of home and with that a better sense of the meaning to what it is that we are defending. We are defending our home."

He also explained that in [the](#) last two years, SAFRA has been in partnership with the Dads for Life movement and it has actively promoted activities that encouraged NSmen fathers to play a more proactive role with their children through various activities and opportunities for them to send a message to their children that family is important. More than 50,000 NSmen and their children had participated in these activities over the last two years and SAFRA will continue to provide greater opportunities for NSmen to enhance their commitment towards their families, their home and with that, their country.

## **A Wider Variety of Family Bonding Activities in 2013**

Organised by SAFRA Jurong and sponsored by Frasers Rewards, the Sprint Kids event this year is being held across four Fraser Centerpoint Malls island-wide till 30 June to reach out to NSmen and their families living in the heartlands. The event features a series of kids sprinting competitions and a special Dads for Life category for fathers to pair up with their children. There will also be various fringe activities such as mini golf challenges and colouring corners to engage families patronising the malls.

Apart from this event, other Dads for Life activities that have proven to be unique and popular among NSmen and their children will also be enhanced and retained as part of this year's event calendar. These include the father-and-child challenges featured at the annual SAFRA Football Fiesta, SAFRA Singapore Bay Run & Army Half Marathon and the SAFRA AVventura adventure race to be held early next year.

NSmen and their children can also look forward to new family bonding activities to be introduced at the upcoming SAFRA Motor Sports Club Car Rally, SAFRA Swim for Hope charity challenge, open houses at SAFRA clubs and a family day out to one of Singapore's places of interest.

### **For more information, kindly refer to:**

- Annex A – About Dads For Life Movement
- Annex B – Fact sheet on SAFRA's partnership with Dads For Life and the list of activities for 2013
- Annex C – Fact sheet on SAFRA Frasers Rewards Sprint Kids 2013

### **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 500,000 members and their families.

## **About DADS FOR LIFE**

The “Dads for Life” Movement is an initiative of the National Family Council (NFC), and is supported by the Ministry of Social and Family Development (MSF). Launched in November 2009, the movement seeks to inspire and involve fathers to become good influencers in their children’s lives... for life by getting fathers to ACT:

A - Be Aware of the importance of fathers’ roles

C - Commit to be good fathers and role models to their children

T - Spend Time, Acquire Tools, bring Transformation to lives.

Dads for Life is driven by a community-led Fathers Action Network, chaired by Mr Richard Seow.



## DADS FOR LIFE MOVEMENT

### About the movement

Dads for Life is a movement that seeks to inspire and involve fathers to become good influencers in their children's lives...for life. It is aimed at getting fathers to ACT:

**A** - Be **Aware** of the importance of fathers' roles

**C** - **Commit** to be good fathers and role models to their children

**T** - Spend **Time**, Acquire **Tools**, bring **Transformation** to lives.

### Fathers Action Network

2 As a community movement, Dads for Life will be driven by a **Fathers Action Network (FAN)**, a **people-sector led network** to drive the Dads for Life movement and its vision of inspiring fathers to be more involved in their children's lives for life. FAN is a consultative network for father-related issues and programmes.

#### *Terms of Reference*

3 FAN's terms of reference are as follows:

- (i) To **increase awareness of and knowledge** about the importance of father's involvement in child development;
- (ii) To **support the mobilisation** of individuals, organisations and communities, and promote **greater collaboration** amongst stakeholders, in increasing father's involvement in children's lives; and
- (iii) To **empower and support fathers** in their roles in influencing children's lives.

## *Membership*

4 The Fathers Action Network comprises of the following :

Chairman	Mr Richard Seow Chairman Singapore Sports Council
Members	Mr Abdul Mutalif Hashim President ADAM Association
	Mr Adam Khoo Executive Chairman and Chief Master Trainer Adam Khoo Learning Technologies Group Pte Ltd
	Mrs Kiang-Koh Lai Lin Director/ Reading Initiatives National Library Board
	Dr Bervyn Lee Director, Office of Student Life Singapore Management University
	Ms Lee Yuen Yuen Deputy Director (Family Life) People's Association
	Mr Arivazhagan Manickam Principal Coral Secondary School
	Ms Maimunah Mosli Senior Social Worker PPIS Vista Sakinah
	Mr Mathew Pereira Health Editor The Straits Times
	Mr Peter Quek Chief Executive Officer Centre For Fathering
	Mr Vincent Schoon 1 <sup>st</sup> Vice President Eurasian Association

Mr Alfred Tan  
Executive Director  
Singapore Children's Society

Mr Peter Tan  
Principal  
Anglo-Chinese School (Barker Road)  
(National Family Council representative)

Mr Jimmy Wee  
Executive Secretary  
Singapore Taxi Association

Prof Jean Yeung  
Professor / Department of Sociology  
Senior Research Fellow, Asia Research Institute  
National University of Singapore

**SAFRA'S PARTNERSHIP WITH DADS FOR LIFE &  
LIST OF ACTIVITIES**

**FACT SHEET**

**BACKGROUND**

SAFRA inked its first 2-year partnership with the Dads for Life on 19 June 2011. 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 were organised at SAFRA events in the last two years. These were very well received, garnering a total participation of 54,240 NSmen and their children.

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

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

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

**RENEWAL OF PARTNERSHIP**

With the renewal of SAFRA's partnership with Dads for Life, SAFRA aims to engage 60,000 NSmen fathers and their children over the next two years. The calendar of activities for the first year comprises 12 activities to be held from June 2013 to March 2014. Dads for Life activities for the second year will be confirmed by early next year.

**List of Dads for Life Activities (June 2013 – March 2014)**

<b>MONTH</b>	<b>EVENT NAME</b>	<b>SYNOPSIS</b>
8 – 30 Jun 13	SAFRA Fraser's Rewards Sprint Kids	Organised by SAFRA Jurong, SAFRA Sprint Kids is an annual event aimed at strengthening bonds among NSmen and their families. Currently into its fourth year, the event features a series of sprint competitions and a non-competitive Dads For Life Hand-In-Hand Sprint. This year, the event will be held across four Fraser's Centerpoint Malls island-wide to reach out to NSmen and their families living in the heartlands.
Jun 13	School Holiday Programme	NSmen and their children will have the opportunity to bond through various school holiday activities such as arts and crafts workshops organised by SAFRA Toa Payoh.
1 Sep 13	SAFRA Singapore Bay Run & Army Half Marathon	Jointly organised by SAFRA and the Army, the event will be returning with the third edition of the popular Dads For Life 800m Father and Child Challenge. This non-competitive race will see father and child pairs racing together to the finish line and participating in various bonding games and activities at the Carnival.
Oct 13	SMSC Car Rally	Organised by the SAFRA Motor Sports Club (SMSC), this island-wide race will see NSmen and their families navigating in their cars along various pit stops. They will have work as a team to solve clues and clear various challenges to complete the race.
Oct 13	SAFRA Day Out	NSmen and their families will enjoy an outdoor picnic together and participate in various carnival games and special father-and-child bonding activities.
6 Oct 13	Swim for Hope	Organised by SAFRA Tampines, Swim For Hope will return for its third edition this October to raise funds for the underprivileged. For the first time this year, the event will introduce a Father and Child Swim Challenge, which will see father and child pairs swimming together to clock in as many laps as possible to raise funds for a good cause.
Nov 13	Toy World Expo	SAFRA Jurong will be organising a toy expo where NSmen fathers can dive into a whole new world of toys and games with their children.

Dec 13	SAFRA Mount Faber Open House	Come and experience all that SAFRA Mount Faber has to offer at its Open House. There will be lots of interactive activities and water games in the pool such as Zorbing for NSmen fathers and their children.
Dec 13	SAFRA Football Fiesta	Organised by SAFRA Tampines, the SAFRA Football Fiesta which kicks off in end-June will feature a special Dads For Life category in December. NSmen fathers and their children can look forward to fun-filled challenges to test their football skills and teamwork on and off the pitch.
Dec 13	School Holiday Programme	NSmen and their families can look forward to a calendar full of fun and exciting bonding activities during the December school holidays at SAFRA Toa Payoh. The edutainment hub will be collaborating with its education partners to offer NSmen and their families a slew of activities.
Jan 14	SAFRA AVventura 2014	The Dads for Life challenge will be back again at Singapore's largest and toughest adventure race, the SAFRA AVventura. Organised by SAFRA Yishun, participants can expect an enhanced race course with exhilarating challenges such as sport climbing and the Canopy Challenge Walk.
Mar 14	SAFRA Jurong Open House	SAFRA Jurong will be opening its doors for a weekend of fun-filled bonding activities. Have a splashing good time at the interactive pool with your family or navigate the maze at our 17,000 square feet Kidz Amaze Indoor Playground. There will also be plenty of carnival games and performances to entertain your whole family.

## SAFRA FRASERS REWARDS SPRINT KIDS 2013

SUNDAY, 16 JUNE

### FACT SHEET

#### **BACKGROUND**

Organised by SAFRA Jurong, SAFRA Sprint Kids is an annual event aimed at strengthening bonds among NSmen and their families. Currently into its fourth year, the event features a series of sprint competitions in search of Singapore's fastest kid and parents are encouraged join in the fun to offer their support and loudest cheers.

SAFRA Sprint Kids made its debut in 2010, where more than 1,320 kids competed at Jurong Point Shopping Centre on a specially designed 30m running track. The top four sprinters aged 3 to 9 years old were crowned champions.

In 2011, the Dads for Life Hand-In-Hand Sprint category was introduced for the very first time as part of SAFRA's partnership with Dads for Life to promote father and child bonding. Held again at Jurong Point Shopping Centre, the event garnered a total of 1,234 participants, including 279 father and child pairs.

In 2012, SAFRA Sprint Kids held at Parkway Parade drew a record of 1,927 participants. The Dads for Life Hand-In-Hand Sprint category drew 560 father-and-child pairs, twice the number as compared to the previous year.

This year, SAFRA Sprints Kids welcomed Frasers Rewards as its title sponsor. The event will be held across four Fraser Centerpoint Malls island-wide till 30 June to reach out to NSmen and their families living in the heartlands.

#### **CATEGORIES**

##### Competitive Categories

- Junior Sprint (Boys, 6 to 7 years old)
- Junior Sprint (Girls, 6 to 7 years old)
- Senior Sprint (Boys, 8 to 9 years old)
- Senior Sprint (Girls, 8 to 9 years old)

##### Non-competitive Categories

- Dads for Life Hand-In-Hand Sprint (Parent with child, 3 to 9 years old)

## EVENT SCHEDULE

### Heats

<b>Date</b>	<b>Categories</b>	<b>Distance</b>	<b>Age Group</b>	<b>Venue</b>
8 June	<ul style="list-style-type: none"><li>• Junior Sprint (Girls)</li><li>• Senior Sprint (Girls)</li></ul>	25m	6-7 years old 8-9 years old	Compass Point
9 June	<ul style="list-style-type: none"><li>• Junior Sprint (Boys)</li><li>• Senior Sprint (Boys)</li></ul>	25m	6-7 years old 8-9 years old	Compass Point
15 June	<ul style="list-style-type: none"><li>• Junior Sprint (Girls)</li><li>• Senior Sprint (Girls)</li></ul>	25m	6-7 years old 8-9 years old	Causeway Point
16 June	<ul style="list-style-type: none"><li>• Junior Sprint (Boys)</li><li>• Senior Sprint (Boys)</li><li>• Dads for Life Hand-In-Hand Sprint</li></ul>	25m	6-7 years old 8-9 years old 3-5 years old	Causeway Point
22 June	<ul style="list-style-type: none"><li>• Dads for Life Hand-In-Hand Sprint</li></ul>	25m	3-9 years old	Northpoint
23 June	<ul style="list-style-type: none"><li>• Dads for Life Hand-In-Hand Sprint</li></ul>	25m	3-9 years old	Northpoint
29 June	<ul style="list-style-type: none"><li>• Dads for Life Hand-In-Hand Sprint</li></ul>	25m	3-9 years old	Changi City Point
30 June	<ul style="list-style-type: none"><li>• Dads for Life Hand-In-Hand Sprint</li></ul>	25m	3-9 years old	Changi City Point

Eight of the fastest sprinters from each competitive sprint category will qualify for the finals.

### Finals

**Date** : Sunday, 30 June 2013  
**Venue** : Changi City Point

A draw will be conducted in the presence of all finalists during the briefing to determine their race slot at the finals. Finalists will compete across a 40m sprint distance through a knockout system till the final two participants are left to compete for the top prize.

## **PARTICIPATION**

About 2,800 NSmen and their children have joined the SAFRA Frasers Rewards Sprint Kids 2013 till date.

The event is still ongoing and fathers and their children who are interested to participate in the upcoming Dads for Life Hand-In-Hand Sprint events can still register onsite at North Point on 22 to 23 June or at Changi City Point on 29 to 30 June.

## **PRIZES**

<b>Category</b>	<b>Cash &amp; Prizes</b>
All Competitive Categories	Champion - S\$1000 worth of cash & prizes 2nd Prize - S\$800 worth of cash & prizes 3rd Prize - S\$500 worth of cash & prizes Finalists - S\$50 worth of cash & prizes