

18 June 2017

## **MEDIA RELEASE**

### **SAFRA LAUNCHES CAMPAIGN TO RALLY SINGAPOREANS NATION-WIDE TO APPRECIATE NATIONAL SERVICEMEN WITH A SALUTE**

As Singapore commemorates 50 Years of National Service (NS50) this year, SAFRA has launched a 'We Salute Our NSmen' campaign to encourage the community to salute past and present national servicemen nation-wide as a show of heartfelt respect and appreciation for their contributions to national defence.

The campaign encourages the public to salute national servicemen they know or meet in their daily lives. They are also encouraged to post a photo or video of their salute on social media with their words of appreciation, as well as with the hashtags #NS50salute and #safrasg.

The launch of the campaign was officiated by Senior Minister of State for Defence and Deputy President of SAFRA, Dr Mohamad Maliki Bin Osman at the SAFRA Jurong Open House this afternoon. He was joined by over 300 national servicemen and their families, as well as former Singapore Armed Forces Training Institute (SAFTI) Regimental Sergeant Major, Captain (Ret) Hong Seng Mak, who gave participants a demonstration on the proper way to salute.

In a video post on Facebook, Second Minister for Defence and President of SAFRA, Mr Ong Ye Kung, also encouraged the public to come together as a nation to express gratitude for the contributions and sacrifices of national servicemen through the campaign. He said, "For many, it is often when we see someone in uniform that we identify them as national servicemen. But these heroes are often living right in our midst. They are our fathers, our grandfathers, our uncles, brothers and cousins, who served or are still serving National Service to defend our families and homes. They may also be your teacher in school, your neighbour, your colleague in the office, or the uncle that you greet every day at the hawker centre. We all play our part to secure a bright future for our loved ones, for you and me, and for Singapore. Each generation shouldering this sacred responsibility and passing it on to the next generation. So as we commemorate NS50 this year, let us come together as a nation, (and) express our gratitude and appreciation. Join us in saluting these heroes in your families and our communities. So to all our national servicemen, we salute you."

Through the campaign, SAFRA aims to garner over 50,000 salutes from the community. To encourage the public to participate in the campaign, interactive digital photo kiosks will be available at all SAFRA clubs and key SAFRA NS50 commemorative events till end-October 2017 for them to contribute their salute photos.

Corporate partners such as CapitaLand Malls Asia, Frasers Centrepoint Malls and MediaCorp Pte Ltd have also thrown in their support, including having the campaign's interactive digital photo kiosks placed at selected shopping malls and bus stops island-wide.

All salute photos and videos posted on Instagram with the campaign hashtag(s) and those collected by the campaign's interactive digital photo kiosks will be featured at the SAFRA NS50 webpage ([www.safra.sg/ns50](http://www.safra.sg/ns50)) as well as screens across SAFRA clubs. SAFRA also welcomes other corporations who wish to support the initiative to provide more platforms island-wide where these salute images can be displayed to appreciate national servicemen.

National servicemen and their families who participated in the SAFRA Jurong Open House also had the opportunity to 'Be a Serviceman for a Day', as they bonded through a series of fun-filled activities inspired by the three Services of the Singapore Armed Forces (SAF). They ranged from packing field packs, trying out flight simulators and navigating water obstacle challenges. Kindly refer to **Annex A** for more details on the SAFRA Jurong Open House 'Be a Serviceman for a Day' activities.

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

SAFRA was formed in 1972 to provide for the social and recreational needs of national servicemen and their families through quality sports, social, educational and cultural programmes to recognise national servicemen 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 330,000 members and their families.

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**SAFRA JURONG OPEN HOUSE  
'BE A SERVICEMAN FOR A DAY' ACTIVITIES**

The SAFRA Jurong Open House held on 17 and 18 June is among the first in SAFRA's series of NS50 commemorative events this year, and will feature a host of fun-filled activities inspired by the three Services of the SAF to provide an opportunity for national servicemen's family members to 'Be a Serviceman for a Day'.

<b>Army</b>	
Field Pack	Participants will attempt to pack the necessary items into field packs within 3 minutes.
IPPT	Participants will attempt to complete 15 counts of sit-ups and push-ups within 2 minutes.
Marksmanship Range	Participants will shoot at targets with NERF guns to test their aim.
Camouflaging	Participating fathers will teach their children how to put on face camouflage.
<b>Air Force</b>	
Unmanned Aerial Vehicles Challenge	Participants will attempt to fly remote controlled planes through an obstacle course to complete a mission.
Flight Simulator	Participants will try a simulated flight experience.
Precision Targeting	Participants will attempt to engage targets on a twister map from a raised platform to test their aim.
Fly the Fighter Plane	Parents will fold and create their own paper planes and attempt to make it fly a targeted distance.
<b>Navy</b>	
Water Circuit	Participants will attempt the water obstacle course.
Knot Tying	Participants will attempt to tie two types of knots (e.g. bowline, clove hitch, reef knot or double sheet bend) within 3 minutes.
Navy Flag Hoist	Participants will answer a series of questions by raising the flags with the correct numbers.
Boat Squad	Father and child pairs will carry an inflatable boat and do five squats together.