

MEDIA RELEASE

To News Editors

SAFRA CELEBRATES SG50 AND SAF50 WITH AN EXCLUSIVE SCREENING OF AH BOYS TO MEN 3: FROGMEN

More than 2,000 SAFRA members and their families were among the first to catch *Ah Boys to Men 3: Frogmen* at an exclusive movie preview at Shaw Theatres Lido and Golden Village Bishan this afternoon. These included members who have been with SAFRA since its beginnings in 1972.

This is the first in a series of activities to be organised by SAFRA this year to celebrate SG50 and SAF50 with NSmen and their families. Fans were thrilled as the cast made a surprise appearance.

The latest spin-off to local director Jack Neo's popular *Ah Boys to Men* series, the movie offers a glimpse into the gruelling training at the Naval Diving Unit, one of the toughest combat units of the Singapore Armed Forces.

Mr Ryan Leow, Director of Membership Services at SAFRA, shared: "National Service is one of the key ingredients that bond us as one people and ensured Singapore's success over the last 50 years. Though NSmen may come from various walks of life, it is a common experience that we can all relate to. It was hence most apt for us to kick off our celebrations with this special movie preview."

He elaborated, "We are glad that it had provided an opportunity for our members to reminisce over their own NS experiences and share a few good laughs over light-hearted moments with their buddies and families. We will be having more of such events to bring NSmen closer together this year."

An additional 1,000 complimentary passes for the movie are also being given away to NSmen who sign-up or renew their SAFRA membership.

NSmen can look forward to many other celebratory activities and promotions in the months ahead. These include free monthly movie treats and exclusive parties at popular night spots, a mobile photography contest, a talent-time competition, an NS-inspired edition of SAFRA Sprint Kids and a 50s family challenge at Kidz Amaze Indoor Playground. More details can be found at www.safra.sg

A digital campaign – #ThatsSoSG – has also been rolled out where participants can submit entries online of flavours and experiences, which are distinctly Singaporean. Monthly prizes such as a 3D2N staycation at the Festive Hotel, iPad Air 2 and GoPro camera will be given out to winning entries. Submissions can be made online at <http://ThatsSoSG.safra.sg>.

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.

Issued by SAFRA National Service Association on 15 February 2015