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MEDIA RELEASE

To News Editors

SAFRA RUN TO CELEBRATE SINGAPOREAN WAY OF LIFE

To celebrate Singapore's Golden Jubilee, a series of Singapore icons and cultural performances will be featured at the SAFRA Celebration Run & Ride to be held at Sentosa on 13 September 2015.

Organised by SAFRA as part of its partnership with Families for Life Council to promote family bonding, the event will feature a 'That's So SG'-themed 5-kilometre celebration run with unique sights and sounds of Singapore along the running route.

'Summon Aunties' will be handing out coupons to give runners special treats, and popular icons of the past such as the 'Mata Mata' (policeman), 'Samsui Woman' and 'Kachang Puteh Man' will be along the running route to cheer participants on. The Merlion will also make an appearance, spouting mist to cool runners down.

To celebrate Singapore's rich cultural heritage, runners will also be entertained by various performing groups showcasing the Malay Kompang, Bhangra Dance and Chinese Drum.

Besides the 5-kilometre celebration run, the SAFRA Celebration Run & Ride will also feature the Families for Life 1.5km Run & Ride. Participants in either category will be able to run through Universal Studios Singapore and they get to meet and greet some of all-time favourite characters including Puss In Boots, star of the all-new Puss In Boots' Giant Journey. National servicemen and their families can also enjoy unlimited rides at the attraction.

Registration for the event closes on 5 August 2015.

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 the Families for Life Council

Families for Life aims to promote strong and resilient families. Through engaging Singaporeans about families and providing platforms for family bonding, we aim to inspire Singaporeans to be committed 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 and www.facebook.com/familiesforlife.sg.

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