

## **MEDIA RELEASE**

### **SAFRA TO ENGAGE 400,000 NSMEN THROUGH EIGHT MONTHS OF TREATS & CELEBRATORY EVENTS AS PART OF 40<sup>TH</sup> ANNIVERSARY**

More than 1,000 NSmen and their families were treated to the screening of 'Madagascar 3: Europe's Most Wanted' this afternoon as SAFRA kicked off its eight-months long 40<sup>th</sup> Anniversary celebrations aimed at strengthening bonds and increasing social cohesion.

As part of the celebrations, SAFRA plans to engage more than 400,000 NSmen and their families through the screening of 10 blockbuster movies, 20 celebratory events, an online photo contest with 30 prizes up for grabs each month, as well as 40 special deals each month on products ranging from F&B, leisure, travel and apparel.

Mr Lawrence Wong, Minister of State for Defence, officiated the launch held at SHAW Theatres LIDO with the cutting of a specially created 1-meter SAFRA 40 birthday cake. A new drink was also concocted by bubble tea brand Sharetea to commemorate the occasion.

Brigadier-General Perry Lim, Vice President of SAFRA and Organising Committee Chairman for the SAFRA 40 celebrations, commented, "We have put together a slew of activities and treats to engage NSmen according to their lifestyle preferences. Be it in the area of fun and entertainment for young NSmen, fitness and adventure or family bonding for those with kids, we have something for them and we hope that they will take this opportunity to meet up, interact and bond with each other."

#### **Fun & Entertainment**

Young NSmen can look forward to four unique parties as part of the celebrations to encourage them to get wet, get red, get hot and get hitched. The SAFRA 40 Rehab Pool Party will be held on 14 July at SAFRA Mount Faber and participants can expect to get soaking wet with wild pool-side games and 40-second speed drinking challenges. SAFRA 40 Fever Party returns to the club on 15 September with all things red from exhilarating podium dancers to red body paint going around the floor. NSmen celebrating their birthdays on the same day will also be treated to 40 shots on the house.

A mega SAFRA 40 Bash will be staged on 10 November to entertain more than 3,000 NSmen and their friends. Partygoers can expect to enjoy exclusive \$4, \$40 or 40% promotions on F&B through the night. The fourth and last party as part of the celebrations will be a SAFRA 40 singles party, jointly organised by SAFRA and the Social Development Network in December to create opportunities for single NSmen to meet and socialise with single females.

## **Fitness & Adventure**

For sports enthusiasts, SAFRA's 40<sup>th</sup> Anniversary celebrations will see SAFRA Tampines almost doubling its football offerings with a total of eight events during the next eight months to include an Inter-NS unit tournament and the live screening of Euro 2012 among others. The club will also be organising the second edition of its charity swim event, SAFRA 40 Swim For Hope, on 7 October with the aim of raising \$40,000 for charity this year.

Two new events will also be introduced. The SAFRA 40,000m Challenge will be staged by SAFRA Yishun from 3 to 8 September where NSmen and fellow sport climbing enthusiasts will be challenged to climb a total of 40,000m over six days to raise more funds for charity. Following that, SAFRA Tampines will be organising the SAFRA 40 Amazing Sports Race on 4 November where NSmen will have to team up in groups of four to take on 40 sports challenges during the race.

In celebration of 45 years of National Service (NS 45) and SAFRA 40, a new category, the 'Fortifying Bonds Team Challenge' will be introduced at the SAFRA Singapore Bay Run and Army Half Marathon (SSBR & AHM) to be held on 9 September this year to encourage NSmen to team up with family and friends to train, compete and bond together. The SSBR & AHM, jointly organised by SAFRA and the Army, is the largest mass running event in Singapore which attracts more than 70,000 runners each year.

## **Family Bonding**

To give NSmen fathers an opportunity to share a piece of their national service experience with their kids as part of NS 45 and SAFRA 40 celebrations, the National Runway Cycling & Skating which returns on Father's Day this year will feature unique IPPT-inspired father-and-child games such as a 40m shuttle run challenge and a 4m standing board jump challenge. Families will also get up-close to the F15 and F16 aircrafts on static display and enjoy a demonstration of the arming and disarming drills for an anti-aircraft weapon. The event is jointly organised by SAFRA and the Republic of Singapore Air Force and more than 7,000 NSmen and their families participate each year.

NSmen and their families can also look forward to a host of other family bonding activities such as the SAFRA Sprint Kids in June, National Day celebrations held at all SAFRA clubs on 9 August, and the SAFRA Toa Payoh Open House in September when the new club premises will be open to the public for the first time since its redevelopment. Families can expect a whole day of fun with special F&B promotions, entertaining performances and games to celebrate SAFRA's 40<sup>th</sup> Anniversary.

NSmen who participate in any of the SAFRA 40 events will also have the chance to win prizes each month in the SAFRA 40 Photo Contest simply by taking a photo of themselves having fun with their friends and family members at the event and submitting it at SAFRA's Facebook page.

The following is attached for your usage:

- Annex A: Opening Address by BG Perry Lim, Vice President of SAFRA and Organising Committee Chairman of SAFRA 40
- Annex B: Calendar of SAFRA 40 events
- Photos of the SAFRA 40 launch ceremony

### **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 four clubs conveniently located in Jurong, Mount Faber, Tampines and Yishun; the oldest SAFRA club in Toa Payoh is being redeveloped and is due to open by September 2012. Complementing the modern facilities at SAFRA clubs is a host of quality membership benefits and activities specially packaged for over 220,000 members and families.

**MEDIA BRIEFING FOR SAFRA 40<sup>TH</sup> ANNIVERSARY CELEBRATIONS  
SAT, 9 JUNE 2012**

OPENING ADDRESS BY BG PERRY LIM  
CHAIRMAN OF THE ORGANISING COMMITTEE & VICE PRESIDENT, SAFRA

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Good morning.

Thank you all for joining us here today. We appreciate your presence and support.

**Overview of SAFRA 40<sup>th</sup> Anniversary Celebrations**

- This is a very special year for SAFRA as we celebrate our 40<sup>th</sup> Anniversary.
- SAFRA was formed in 1972 with the objective of helping the SAF build morale and camaraderie among NSmen to foster a cohesive fighting force as well as to recognise the contributions of NSmen towards national defence.
- Since then, SAFRA has also grown into a prominent organisation with a network of five clubs across Singapore to provide quality social, recreational, sports and educational facilities, and be a gathering point for NSmen and their families.
- Over the years, we have also engaged more than two generations of NSmen through a myriad of national scale events, regular activities and special members' privileges.
- This year, as we celebrate our 40<sup>th</sup> Anniversary, NSmen and their families can look forward to a slew of new activities and treats over the next eight months in three key areas – namely, fitness and adventure, fun and entertainment and family bonding, according to their lifestyle preferences.

- Through this eight-month long celebration, we hope to further strengthen the bonds forged over the years among NSmen, their families, as well as our over 200,000 members.
- As part of the SAFRA 40<sup>th</sup> Anniversary celebration calendar, we have put together 10 movie treats, 20 special events, and giving away 30 prizes monthly through SAFRA Facebook, plus roll out 40 more deals ranging from \$4 deals to 40% discounts for all members.
- Today, we are launching the celebrations in conjunction with the first event on our celebration calendar – the SAFRA 40<sup>th</sup> Anniversary Monthly Movie Treats. One thousand SAFRA members, their friends and families will be treated to the movie screening of ‘Madagascar 3: Europe’s Most Wanted’ at SHAW Theatres LIDO this afternoon as part of our contest giveaways. This is the first of 10 blockbuster movies that members can look forward to.
- Watching movies remain as one of the favourite pastimes for many of our members with almost a million discounted movie tickets purchased last year as part of SAFRA’s ongoing partnership with Golden Village. That is why we have included monthly movie treats as part of the celebration and we will share the list of these 10 movie treats later. In total, through the ten movie blockbusters, we hope to attract 15,000 NSmen and their families.
- Among the 20 special events for the celebrations, we have put together some new activities and enhanced some. Events are great platforms for NSmen to bond while they train or compete or simply cheer on their NS kakis, and friends. These therefore constitute a key way for SAFRA as an Association for NSmen to engage NSmen and have them keep in close touch with each other and their NS units.

- Use of the social media is on the rise and young, active NSmen are the main users of platforms like Facebook. Through the SAFRA Facebook page, we hope to encourage NSmen and their friends and families to contribute their photos to the SAFRA 40<sup>th</sup> Anniversary Celebration Album – we hope that they would take photos of meaningful moments while enjoying themselves at SAFRA events or while shopping for special deals so that more NSmen would be aware of the extensive benefits of the SAFRA membership.
- SAFRA has put together 40 special deals per month as part of the celebrations. These are over and above the regular tie ups we have with over 700 establishments each year that provide SAFRA members discounts and offers annually. For those into shopping, F&B, fitness and fun times with families and friends, there are many advantages to be enjoyed.
- Overall, we intend to engage more than 400,000 NSmen and their families through these platforms.
- Now, I will have Wai Ling brief you on the full calendar of events and the celebration highlights.

## **Conclusion**

- The SAFRA 40<sup>th</sup> Anniversary celebration activities and treats are also a way to recognise the contributions of NSmen towards national defence. We hope that the media will give us your support in helping to publicise these activities and treats so that more NSmen and their families will be made aware and enjoy them.

Thank you.

**LAUNCH OF SAFRA 40<sup>TH</sup> ANNIVERSARY CELEBRATIONS  
SATURDAY, 9 JUNE 2012**

**CALENDAR OF EVENTS**

<b>SAFRA 40 MONTHLY MOVIE TREATS</b>			
<b>S/N</b>	<b>Date</b>	<b>Blockbuster Movie</b>	<b>Theatre</b>
1	Jun-12	Madagascar 3: Europe's Most Wanted	SHAW Theatres
2	Jul-12	The Amazing Spider-Man	Golden Village
3	Jul-12	The Dark Knight Rises	Golden Village
4	Aug-12	The Bourne Legacy	Golden Village
5	Sep-12	Resident Evil 5	Golden Village
6	Oct-12	Hotel Transylvania	SHAW Theatres
7	Oct-12	Taken 2	Golden Village
8	Nov-12	Skyfall	Golden Village
9	Dec-12	The Hobbit: An Unexpected Journey	Golden Village
10	Jan-13	To be confirmed	TBC
<b>20 EVENTS</b>			
<b>S/N</b>	<b>Date</b>	<b>Event</b>	<b>Venue</b>
<b>FUN &amp; ENTERTAINMENT</b>			
1	09-Jun-12	Launch of SAFRA 40	SHAW Theatres LIDO
2	24-Jun-12	SAFRA 40th Anniversary Golf Championships	National Service Resort & Country Club
3	Jul - Dec 12	SAFRA 40 Shopping Spree	
4	14-Jul-12	Rehab Pool Party 2012	SAFRA Mount Faber
5	15-Sep-12	Fever Party 2012	SAFRA Mount Faber
6	26-28 Oct 12 3-Nov-12	SAFRA 40 Halloween Night	SAFRA Jurong SAFRA Yishun
7	10-Oct-12	SAFRA 40th Anniversary Bash	TBC
8	Dec-12	SAFRA 40 Singles Party	TBC
<b>FITNESS &amp; ADVENTURE</b>			

1	Jun-12 to Jan-13	SAFRA Football Fiesta 2012 - 4 a-side Futsal Tournament (30 Jun 12) - Euro Live Screening (Jun - Jul 12) - 7 a-side Football Tournament (23 Sep 12) - 11 a-side Football League (Jun - Dec 12) - 5 a-side Futsal League (Aug - Dec 12) - BPL Live Screening (Aug 12 - Mar 13) - 5v5 Kids Football Festival (9 Dec 12) - Inter-NS Unit Tournament (9 Dec 12)	SAFRA Tampines
2	3-8 Sep 12	SAFRA 40,000m Challenge	SAFRA Yishun
3	09-Sep-12	SAFRA Singapore Bay Run & Army Half Marathon 2012	Padang
4	22-Sep-12	SAFRA Hot & Breathless	Wave House Sentosa
5	07-Oct-12	SAFRA Swim For Hope	SAFRA Tampines
6	04-Nov-12	SAFRA 40 Amazing Sports Race	TBC
<b>FAMILY BONDING</b>			
1	17-Jun-12	National Runway Cycling & Skating 2012	Paya Lebar Air Base
2	24-Jun-12	SAFRA Sprint Kids 2012	Parkway Parade Shopping Centre
3	09-Aug-12	SAFRA NDP Celebrations	All SAFRA Clubs
4	Sep-12	SAFRA Toa Payoh Open House	SAFRA Toa Payoh
5	11-Nov-12	SAFRA Annual General Meeting and 40th Anniversary Carnival	SAFRA Toa Payoh
6	01-Dec-12	SAFRA 40-licious Christmas	All SAFRA Clubs