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PHOTO RELEASE

MCDONALD'S PARTNERS FAMILIES FOR LIFE TO SUPPORT COMLINK FAMILIES AT NATIONAL FAMILY WEEK



In conjunction with National Family Week (NFW) 2023, McDonald's and Families for Life's (FFL) volunteers came together today to prepare Happy Family Packs, which will go to 2,400 ComLink families in 10 Social Service Offices island wide.

2 McDonald's Happy Family gift packs, comprising McDonald's meal vouchers for a family of four, story books as well as FFL's Becky Bunny photo frame, colouring kits and more, aim to encourage family time and bonding especially during this June school holidays. Mr Benjamin Boh, Managing Director of Hanbaobao Pte Ltd said, "As a brand that has been serving families in Singapore for over four decades, we find great meaning in championing family togetherness and advocating for Family Mental Wellness. We're delighted to be part of this year's National Family Week, joining hands with family volunteers and representatives from the government and Families for Life to prepare 2,400 Happy Family Packs. For us at McDonald's, there's no greater purpose than to walk alongside the families we serve in our restaurants and in our community," said Mr Benjamin Boh, Managing Director, McDonald's Singapore."



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3 At the gift packing session, McDonald's and FFL volunteers were joined by Mr Gan Kim Yong, Minister for Trade and Industry and Adviser to Chua Chu Kang Grassroot Organisations and Mr Eric Chua, Senior Parliamentary Secretary for Culture, Community and Youth and Social and Family Development.

4 Mr Eric Chua, Senior Parliamentary Secretary for Culture, Community and Youth and Social and Family Development said, "Partners play an important role in our ComLink journey in uplifting families. That said, ComLink families themselves too can, and want to take active steps to create a better future for themselves and their children. The 2,400 ComLink families receiving the Packs are actively working with our Social Service Officers to improve their situations. As a society, our goal is for these families to achieve stability, self-reliance and eventually, social mobility. All of us – the Government, the community, businesses, and individuals – can play our part to build a strong social compact and work together to uplift families in need."

5 This year, FFL has forged partnerships with a broader group of stakeholders with over 100 new corporates and community partners. Over 120 organisations in total are on board NFW, with new partners such as McDonald's, Sentosa, Gardens by the Bay, SAFRA, HomeTeamNS and the National Library Board. FFL welcomes more organisations to partner us in championing strong families.

Please find the photos for use [here](#), and accompanying caption in [Annex](#). Please attribute all photos to McDonald's Singapore and Families for Life.



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ANNEX

Caption	Images
<p>In support of National Family Week, McDonald's and FFL volunteers, together with Mr Gan Kim Yong, Minister for Trade and Industry and Adviser to Chua Chu Kang Grassroots Organisations and Mr Eric Chua, Senior Parliamentary Secretary for Culture, Community and Youth and Social and Family Development, packed Happy Family Packs for ComLink families.</p> <p>FFL volunteers took part in the gift packing session as a family, signifying how all of us, including families, can show our care and play a part to uplift other families in need.</p>	  



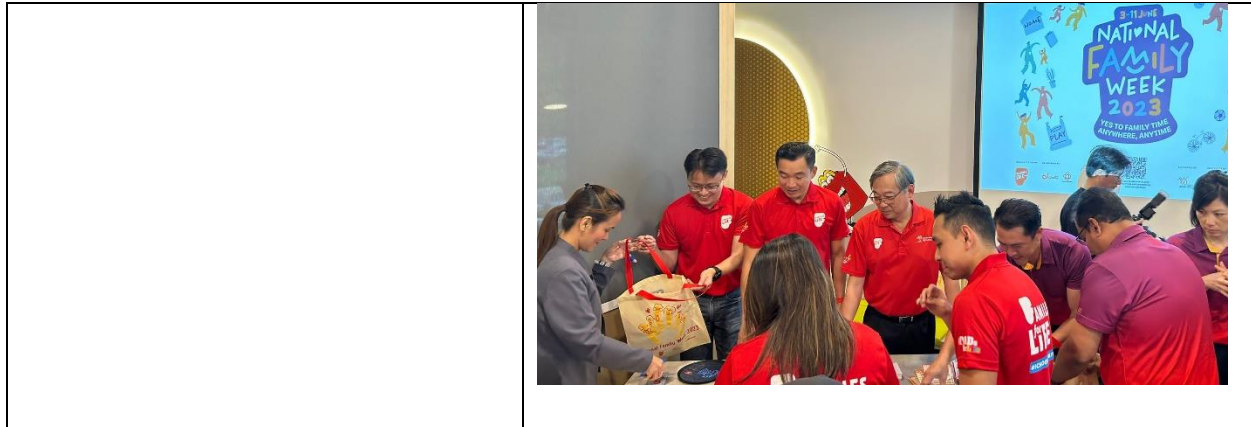
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About Families for Life Movement

The Families for Life (FFL) Movement was established by the Ministry of Social and Family Development (MSF) in 2014 and aims to build strong and resilient families. It is led by the FFL Council, and rallies like-minded individuals, families and organisations to strengthen family bonds through events, campaigns, and marriage and parenting programmes.

FFL's signature initiatives are:

- National Family Week – a pinnacle celebration of the importance of families held every first week of June, with family bonding activities throughout Singapore.
- FFL@Community – localised initiatives that will be rolled out in each of the 24 towns to strengthen family relationships. These include marriage preparation and mentoring, parenting and grandparenting programmes, and parent peer support groups.
- Family Values inculcation – promote family values (love, care and concern, commitment, respect) to children and their families through the FFL mascot Becky Bunny and engaging activities such as games, stories and drama.

Visit www.familiesforlife.sg for tips, resources and interesting family activities as well as a wide range of meaningful volunteering opportunities.

About National Family Week

The National Family Week is an annual event to celebrate family ties and encourage families to engage in meaningful and fun-filled activities to strengthen family bonds. Held during the first weekend of every June, the National Family Week is led by the Families for Life Council and its partners across the people, public and private sectors. With an exciting line-up of events, programmes and promotions specially curated to cater to different families, there is something for every family at the National Family Week. For more information, please visit <https://go.gov.sg/nationalfamilyweek-2023>.