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MEDIA RELEASE

SAY “YES” TO FAMILY TIME AT THE NATIONAL FAMILY WEEK

*Families can look forward to a wider range of activities this June at
Home, Play and Work*

SINGAPORE, 4 May 2023 – Families for Life (FFL)’s annual National Family Week (NFW) will run from 3 to 11 June 2023, with a variety of activities for families at Home, Play and Work. Co-organised with the People’s Association (PA) and ActiveSG, NFW 2023 is packed with activities that can be enjoyed by all families, including couples, parents with young children and teenagers, multi-generational families and families with persons with disabilities. The activities will be spread over close to 30 constituencies and 20 SportSG centres. Some highlights include ActiveSG’s “GameOn Nila! – Our Family Trail” and the Family Challenge at six anchor events at Our Tampines Hub, HomeTeamNS Khatib, SAFRA Punggol, Bukit Canberra, Lot One Mall and Gardens by the Bay.

2 To strengthen families at home, couples and parents can sign up for evidence-based programmes in the community. Couples can identify their strengths and improve relationship building skills through the Prepare/Enrich Marriage Programme while the Positive Parenting Programme (Triple P) equips parents to promote their children’s psychological, social and emotional competence. Grandparents can learn about positive grandparenting strategies during **Triple P Grandparenting** programmes.

3 Play is an essential part of family life - a time when children learn and families bond and build resilience. Families can play together and bond over fun and interactive activities at NFW anchor events. Children will learn about core family values - Love, Care & Concern, Commitment and Respect through the tips featured on Becky Bunny bouncy castles. Families can compete in an exciting **Family Challenge** to be held at these anchor venues where families can take part in fun challenges such as providing the longest food word chain, building a glider plane that flies the furthest, capturing the most creative family wefies and more. Families stand the chance to bring home attractive prizes such as dining and shopping vouchers.



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4 NFW 2023 will offer a wider range of activities to cater to families with different interests. For example, families with tweens and teenagers (aged 9 to 16) can bond through **“GameOn Nila! – Our Family Trail”**, an interactive activity by ActiveSG which will see families embark on a trail to scan geo-tagged GameOn Nila! QR codes at 16 pit-stops across Singapore using the ActiveSG App. There are also programmes available at 20 sport centres nationwide in the month of June to help families stay active.

5 Families with younger children can enjoy activities including Becky Bunny bouncy castles, Children’s Season programmes by Children’s Museum, National Library Board’s storytelling sessions and the Children’s Festival at Gardens by the Bay. They can also look out for KidSTART’s interactive play titled “Adventures with Andi”, adapted from Minister of State for Social and Family Development Sun Xueling’s book series, “What Ants Do”. Families can enjoy parent-child activities such as Lego robotics, drone flying, baking, fitness and outdoor adventures as part of the **“Family Fun. Family Time”** programme organised by PA. NFW 2023 will feature **inclusive sports activities** such as Boccia and Wheelchair Rugby at Bukit Canberra designed for families with members who have disabilities.

6 Beyond the NFW, FFL aims to work closely with various stakeholders, including employers, to promote more family-friendly cultures at work. The Association of Small & Medium Enterprises (ASME) will be organising a panel discussion on Flexible Work Arrangements on 19 June to encourage the adoption of such practices and other initiatives to foster more family-friendly workplaces.

7 Mr Ishak Ismail, FFL Council Chairman said, “Family is where we find love, support and fulfilment. Together with our partners, FFL is pleased to present National Family Week 2023 with a variety of programmes and activities to cater to all families. Through NFW, we hope families can take the opportunity to create special family moments which they will cherish, while building stronger family bonds. I hope that all families will commit to making the time and effort to nurture and strengthen our family relationships.”

8 This year, FFL has forged partnerships with a broader group of stakeholders with 48 new corporates and community partners. Over 70 organisations in total are on board, with new partners such as McDonald’s, Sentosa, Gardens by the Bay, SAFRA, HomeTeamNS and the National Library Board. Everyone can play a part to build a tapestry of support to strengthen families. In this year of Celebrating Social Service



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Partners, FFL welcomes more organisations to partner us in championing NFW and building strong and resilient families in Singapore. Please refer to **Annex A** for the list of participating partners and programmes.

9. For more information on National Family Week 2023, please visit <https://go.gov.sg/nationalfamilyweek-2023>.

10. National Family Week's official radio stations are Mediacorp's CLASS 95, LOVE 972, YES 933, WARNA 942 and Oli 968, and is supported by the Singapore Parenting Festival 2023, an initiative by Mediacorp and the Asianparent.

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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 at 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>.

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ANNEX A

National Family Week 2023 - Key Highlights

Click [here](#) to download images

| 1 - 30 June - GameOn Nila! - Our Family Trail in partnership with ActiveSG | | |
|--|---|---|
| Activity | Programme Description | Remarks |
| GameOn Nila! - Our Family Trail | <p>Families will have to scan GameOn Nila! QR codes indicated in the trail using the ActiveSG App. To qualify for the prize, users have to check-in to 1 NFW Anchor Location, 1 ActiveSG Sport Centre and 1 People's Association Community Centre.</p> <p>Bonus draw chances will be awarded for participating in additional challenges such as visiting the NFW anchor locations during the period of 3 - 11 June, and participating in a Facebook photo challenge too by taking a wefie photo together at the NFW anchor location.</p> <p>For more information, please visit https://go.gov.sg/gogameonnila</p>  | Prizes are up for grabs including Nintendo Switch, Becky Bunny merchandise and shopping vouchers. |



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NFW - Six Anchor Events:

| 3 - 4 June - Our Tampines Hub (Level 3, Community Auditorium) | | |
|---|----------------------------------|---|
| S/N | Key Highlights | Programme Description |
| 1 | Becky Bunny Bouncy Maze | <p>Families will learn about the four family values - Love, Care and Concern, Commitment, and Respect.</p>   |
| 2 | Game-On Nila! – Our Family Trail | <p>Families will have to hunt and scan the GameOn Nila! QR codes indicated in the trail to be awarded draw chances to win prizes</p> |



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| 3 | Families for Life “Sing Along” | Children can learn about the four family values of ‘Love’, ‘Care and Concern’, ‘Commitment’ and ‘Respect’ by singing along to Families for Life Family Songs. Keep a look out for Becky Bunny’s special appearance! |
| 4 | Story Telling | Families can enjoy a series of heart-warming stories by the seasoned storyteller, Roger Jenkins, with enthralling tales with family messaging. Roger will be telling a story with hearing-impaired storytellers, Gophi and Shalini, who will be sharing the story through sign-languages. |
| 5 | SG Enable -i’mable Gift Market & “Our Gift for Singapore” Display | 15 Makers from the i’mable Collective will be selling quality merchandise created by persons with disabilities, supporting their meaningful vocation. |
| 6 | Marriage, Parenting and Grandparenting Programme Booths | Couples can learn how to strengthen their marriages while parents can be empowered in their parenting journey, with resources and tips through evidence-based programmes! Find out how you can sign up for the Positive Parenting Programme (Triple P) for parents (and grandparents), and the Prepare/Enrich Marriage Enrichment Programme. To catch a glimpse of what to expect, keep a look out for the teaser talks provided by the various Social Service agencies. |

3 - 4 June - HomeTeamNS@Khatib (Atrium and Grand Ballroom)

| S/N | Key Highlights | Programme Description |
|-----|---|--|
| 1 | Becky Bunny Bouncy Castle | Families will learn about the four family values - Love, Care and Concern, Commitment, and Respect. |
| 2 | Game-On Nila! – Our Family Trail | Families will have to hunt and scan the GameOn Nila! QR codes indicated in the trail to be awarded draw chances to win prizes. |
| 3 | Foam Blaster | Families with older children can try the foam blaster family challenge to shoot all the targets in the shortest time. |
| 4 | Giant Jenga and Pool Soccer | Families with children can try their hand on exciting, oversized fun with the Giant Jenga and Pool Soccer. |
| 5 | Marriage, Parenting and Grandparenting Programme Booths | Couples can learn how to strengthen their marriages while parents can be empowered in their parenting journey, with resources and tips through evidence- |



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| | | based programmes! Find out how you can sign up for the Positive Parenting Programme (Triple P) for parents (and grandparents), and the Prepare/Enrich Marriage Enrichment Programme. To catch a glimpse of what to expect, keep a look out for the teaser talks provided by the various Social Service agencies. |
|--|--|--|

10 - 11 June - Lot One Shoppers Mall (Level 5, Roof Garden)

| S/N | Key Highlights | Programme Description |
|-----|---|--|
| 1 | Becky Bunny Bouncy Slide | Families will learn about the four family values - Love, Care and Concern, Commitment, and Respect. |
| 2 | Game-On Nila! – Our Family Trail | Families will have to hunt and scan the GameOn Nila! QR codes indicated in the trail to be awarded draw chances to win prizes. |
| 3 | Edible Plant Workshop | Families get to bring home their DIY pot of edible plant. |
| 4 | Health Promotion Board's Family Fun Time Roadshow | Families will learn about My Healthy Plate and walk away with a free Activity Kit through 3 simple steps. |
| 5 | Marriage, Parenting and Grandparenting Programme Booths | Couples can learn how to strengthen their marriages and parents can be empowered in their parenting journey, with resources and tips through evidence-based programmes! Find out how you can sign up for the Positive Parenting Programme (Triple P) for parents (and grandparents), and the Prepare/Enrich Marriage Enrichment Programme. To catch a glimpse of what to expect, keep a look out for the teaser talks provided by the various Social Service agencies. |

10 - 11 June - Bukit Canberra

| S/N | Key Highlights | Programme Description |
|-----|------------------------------------|---|
| 1 | Becky Bunny Bouncy Basketball Game | Families will learn about the four family values - Love, Care and Concern, Commitment, and Respect. |



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| 2 | Game-On Nila! – Our Family Trail | Families will have to hunt and scan the GameOn Nila! QR codes indicated in the trail to be awarded draw chances to win prizes. |
| 3 | Mainstream sports, inclusive sports and parent-child activities | Mainstream sports include Basketball, and inclusive sports include Boccia and Wheelchair Rugby. Parent-child activities include circuit and dance fitness programmes. |
| 4 | Marriage, Parenting and Grandparenting Programme Booths | Couples can learn how to strengthen their marriages while parents can be empowered in their parenting journey, with resources and tips through evidence-based programmes! Find out how you can sign up for the Positive Parenting Programme (Triple P) for parents (and grandparents), and the Prepare/Enrich Marriage Enrichment Programme. To catch a glimpse of what to expect, keep a look out for the teaser talks provided by the various Social Service agencies. |

10 - 11 June – SAFRA Punggol (Atrium and Courtyard)

| S/N | Key Highlights | Programme Description |
|-----|---|--|
| 1 | Becky Bunny Bouncy Ball Pit | Families will learn about the four family values - Love, Care and Concern, Commitment, and Respect. |
| 2 | Game-On Nila! – Our Family Trail | Families will have to hunt and scan the GameOn Nila! QR codes indicated in the trail to be awarded draw chances to win prizes. |
| 3 | Bowling | Families can bond over a bowling game or two at SAFRA Punggol. |
| 4 | Escape Room | Family-friendly escape room for the young and old. |
| 5 | Marriage, Parenting and Grandparenting Programme Booths | Couples can learn how to strengthen their marriages while parents can be empowered in their parenting journey, with resources and tips through evidence-based programmes! Find out how you can sign up for the Positive Parenting Programme (Triple P) for parents (and grandparents), and the Prepare/Enrich Marriage Enrichment Programme. To catch a glimpse of what to expect, keep a look out for the teaser talks provided by the various Social Service agencies. |



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10 - 11 June – Gardens by the Bay (SuperTree Grove)

| S/N | Key Highlights | Programme Description |
|-----|---|--|
| 1 | Becky Bunny Bouncy Playground | Families will learn about the four family values - Love, Care and Concern, Commitment, and Respect. |
| 2 | Game-On Nila! – Our Family Trail | Families will have to hunt and scan the GameOn Nila! QR codes indicated in the trail to be awarded draw chances to win prizes. |
| 3 | FFL Picnic and Becky Bunny Craft Activity | Find us at the Children's Festival, Supertree Grove for a family picnic, Becky Bunny craft activities and many more family activities. |
| 4 | Marriage, Parenting and Grandparenting Programme Booths | Couples can learn how to strengthen their marriages while parents can be empowered in their parenting journey, with resources and tips through evidence-based programmes! Find out how you can sign up for the Positive Parenting Programme (Triple P) for parents (and grandparents), and the Prepare/Enrich Marriage Enrichment Programme. To catch a glimpse of what to expect, keep a look out for the teaser talks provided by the various Social Service agencies. |



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National Family Week 2023: Other Events

| S/N | Date & Venue | Activity | Programme Description | Organiser |
|-----|---|--|--|------------------------|
| 1 | 26 May to 4 June Esplanade | Esplanade Flipside | Flipside celebrates playfulness and creativity through accessible encounters with circus, puppetry, physical theatre, visual theatre and comedy. Experience the absurd and hilarious, to the awe-inspiring at Flipside 2023! | Esplanade |
| 2 | 28 May, 10am-6pm OCBC Arena | FunFam SportFest | Families can look forward to a larger variety of sport and fitness activities including parent-child games, sport try-outs, mini sport competitions and educational booths. | ActiveSG |
| 3 | 3 to 11 June, at various NLB locations across Singapore | NLB Storytelling Sessions and Reader Workshops | Various events and programmes catering to everyone in the family | National Library Board |
| 4 | 3 June, 3-4pm McDonald's Choa Chu Kang Park | McDonald's Gift Packs Giveaway | 2,400 gift packs to be distributed to all 24 Social Service Offices islandwide (100 gift packs per location) in support of FFL's National Family Week 2023. | McDonald's |
| 5 | 3 to 4 June Our Tampines Hub, Level 3 | PropNex Monopoly Challenge 2023 - Family Edition | Families can participate in PropNex Monopoly Challenge 2023 - Family Edition as part of National Family Week at OTH. | PropNex |
| 6 | 9 to 11 June 11am, 4pm SOTA | Interactive play titled "Adventures with Andi" | KidSTART's play titled "Adventures with Andi" based on an adaptation of MOS Sun Xueling's "What Ants Do" series of books will be launched on 9 June. | KidSTART SG |



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| 7 | 9 to 11 June Sands Expo & Convention Centre | MITAS Baby Show 2023 | Marina Bay Sands will be filled with the latest and greatest baby products and services for parents and soon-to-be parents to explore. | Maternal and Infant Trade Association (MITAS) |
| 8 | 10 June 10am – 6pm Gardens by the Bay | TOUCH Family Festival | The TOUCH Family Festival, organised by TOUCH Integrated Family Group, a service group of TOUCH Community Services, aims to bring families together and build stronger family relationships. Curated with attractive live performance, games, activities, and merchandise stalls, the carnival is packed with fun for multi-generational families to create memories together. | TOUCH Community Services |
| 9 | 10 to 25 June, 3pm SuperTree Grove | Children Festival 2023 | Families can look forward to Garden's by the Bay's Children Festival at SuperTree Grove from 10 to 25 June. | Gardens by the Bay |
| 10 | 10 to 25 June Sentosa | Zentosa LiveWELL Festival | Families can participate in the LiveWell Festival at Sentosa from 10 to 25 June. In support of National Family Week 2023, families can enjoy a special referral code for to be upgraded to Sentosa insider tier and get 365 days of free island | Sentosa |



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| | | | admission, along with other perks. | |
| 11 | 19 June ASME | Panel Discussion by ASME | ASME Members can attend a panel discussion on Flexible Work Arrangements and find out more about the practices and initiatives to foster family-friendly workplaces. | Association of Small & Medium Enterprises (ASME) |
| 12 | 23 June CapitaSpring | CapitaSpring Family Day event | Families can indulge in a fun day at the CapitaSpring Family Day event. Let loose and overdose on some fun, laughter, and yummy treats! | CapitaLand |

For more details and updated information on the events, please visit <https://go.gov.sg/nationalfamilyweek-2023>.



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Programmes Available for All Families

Married Couples

1. **Marriage Enrichment Programme (MEP)**
2. **Esplanade Flipside** (26 May to 4 June)
3. **GameOn Nila! – Our Family Trail** (1 to 30 June)
4. **Sentosa Wellness Festival Village** with fitness and music activities (10 to 25 June)

Families with Young Children

1. Parenting Programmes: **Purposeful Play, WiseJourneys**
2. **Becky Bunny Bouncy Castles** at all six NFW Anchor Events
3. FFL “Sing Along”, Story Telling – **NFW at Our Tampines Hub** (3 to 4 June)
4. **FunFam SportFest** (28 May)
5. KidSTART’s **“Adventures with Andi”** (9 to 11 June)
6. **GameOn Nila! – Our Family Trail** (1 to 30 June)
7. **Family Fun.Family Time” programme** by People’s Association (1 to 30 June)
8. **NLB’s Story-telling Sessions and Reader Workshops** (3 to 11 June)
9. **Gardens by the Bay’s Children Festival** (10 to 25 June)
10. **Family Fun.Family Time” programme** by People’s Association (1 to 30 June)
11. SportSG Centres’ programmes (various dates)

Families with Tweens and Teens (9 to 16 years old)

1. Parenting Programmes: **Triple P** for Parents with Primary/Secondary School Children
2. SG Enable -i’amable Gift Market & “Our Gift for Singapore” Display – **NFW at Our Tampines Hub** (3 to 4 June)
3. Foam Blaster Family Challenge – NFW at HomeTeamNS@Khatib (3 to 4 June)
4. Bowling – **NFW at SAFRA Punggol** (10 to 11 June)
5. Edible Plant Workshop and HPB’s Family Fun Time Roadshow – **NFW at Lot One Mall** (10 to 11 June)
6. **Esplanade Flipside** (26 May to 4 June)
7. **FunFam SportFest** (28 May)
8. **GameOn Nila! – Our Family Trail** (1 to 30 June)
9. **PropNex Monopoly Challenge 2023 - Family Edition** (3 to 4 June)
10. **Gardens by the Bay’s Children Festival** (10 to 25 June)
11. **Sentosa Wellness Festival Village** (10 to 25 June)
12. **Family Fun.Family Time” programme** by People’s Association (1 to 30 June)
13. SportSG Centres’ programmes (various dates)



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Multi-Generational Families

1. Parenting Programme: **Triple P for Grandparents**
2. FFL "Sing Along", Story Telling – **NFW at Our Tampines Hub** (3 to 4 June)
3. SG Enable -i'amable Gift Market & "Our Gift for Singapore" Display – **NFW at Our Tampines Hub** (3 to 4 June)
4. Escape Room – **NFW at SAFRA Punggol** (10 to 11 June) Bowling and Cycling Activities – **NFW at SAFRA Punggol** (10 to 11 June)
5. FFL Picnic and family activities – **NFW at Gardens by the Bay**
6. Edible Plant Workshop and HPB's Family Fun Time Roadshow – **NFW at Lot One Mall** (10 to 11 June)
7. **Esplanade Flipside** (26 May to 4 June)
8. **FunFam SportFest** (28 May)
9. **GameOn Nila! – Our Family Trail** (1 to 30 June)
10. **Sentosa Wellness Festival Village** (10 to 25 June)
11. **PropNex Monopoly Challenge 2023 - Family Edition** (5 to 9 June)
12. **Gardens by the Bay's Children Festival** (10 to 25 June)
13. **Family Fun.Family Time" programme** by People's Association (1 to 30 June)
14. SportSG Centres' programmes (various dates)

Families with Persons with Disabilities

1. SportsSG – **NFW at Bukit Canberra**
2. SG Enable -i'amable Gift Market & "Our Gift for Singapore" Display – **NFW at Our Tampines Hub** (3 to 4 June)
3. Edible Plant Workshop and HPB's Family Fun Time Roadshow – **NFW at Lot One Mall** (10 to 11 June)
4. FFL Picnic and family Activities – **NFW at Gardens by the Bay**
5. **Gardens by the Bay's Children Festival** (10 to 25 June)
6. **KidSTART's "Adventures with Andi"** (9 to 11 June)
7. **Family Fun.Family Time" programme** by People's Association (1 to 30 June)
8. **NLB's Story-telling Sessions and Reader Workshops** (3 to 11 June)

For more details and updated information on the programmes and events, please visit <https://go.gov.sg/nationalfamilyweek-2023>.



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ANNEX B

Quotes by NFW Partners

| Partners | Quotes |
|---|---|
| People's Association Mdm Doris Tan PBM, Moulmein-Cairnhill Family Life Champion 66 years old Mother of one child aged 34 | <p>"I have always taken an interest to promote and organise family-related events. With this upcoming NFW, it provides an opportunity for me to organise more family programmes and remind families to spend precious time together, especially when life can be stressful and hectic over the many hats which we are wearing, as well as the many commitments which we have.</p> <p>In my volunteering journey, I have helped families connect with other families living within the same estates. This sense of community bonding is very important especially to new parents, who often lack of support and knowledge. By connecting the families together, they are able to share their experiences with one another. This motivates me to form and sustain a parents' support group.</p> <p>Family fun to me is enjoying each other's company, have meaningful conversations filled with many laughter and joy!"</p> |
| ActiveSG Mr Tan Hock Leong Chief, ActiveSG 47 years old | <p>"An important part of a family's health and happiness is making time to have fun together. Sport connects and bonds – it provides a common ground for conversations, and a unified sense of purpose that is achieved through teamwork. This is why ActiveSG remains committed to grow our suite of programmes to cater for all individuals, including providing opportunities for parents and children to remain active and enjoy sport together. We hope this</p> |



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| | will support the community's efforts to keep healthy and live better through sport." |
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