



For immediate release

MEDIA RELEASE

CELEBRATE MOTHER'S DAY @ HOME WITH FAMILIES FOR LIFE

Nation-wide call to show appreciation to mothers during the circuit breaker period

1. This Mother's Day will be like no other. With circuit breaker measures in place, mothers have had to take on multiple roles at home. These range from juggling the household and getting used to working at home, to helping children with their home-based learning while caring for elderly parents. Some mothers, especially the elderly, cannot be with their children who live in separate households. Mothers working at the frontline have also gone the extra mile to care for others.
2. This is why Families for Life (FFL) is calling on the nation this Mother's Day, to rally families to honour and celebrate mothers in Singapore. As a tribute to all mothers, **FFL will roll out a series of specially-curated online programmes on 10 May, from 10am to 9pm on its Facebook page: <https://www.facebook.com/familiesforlife.sg/>.**
3. The highlight of the day is "Homemade for Mums", an online show supported by POSB, which will be streamed live at 8pm. The hour-long concert will feature local favourite singers like Liu Ling Ling, Angie Lau, Jason Chung, Kelvin Soo, Aisyah Aziz, Isaac Ong, and Joanna Dong. Minister for Social and Family Development, Mr Desmond Lee will deliver the Mother's Day message. This will be followed by **a mass-singing segment, when the nation will be asked to sing "Happy Mother's Day" in unison, to the tune of "Happy Birthday"**. Near the end of the show will be **"The Mother's Moment"** where families are encouraged to call their own mothers, whether through phone or video calls, to express their personal appreciation for the mothers, and all their mothers do for them.
4. **In the lead up to the "Homemade for Mums" show, we encourage families to post their dedications to their mothers on Facebook and hashtag them #FFLMothersDay.** These dedications could be in the form of short video clips, photographs or short messages. During the show, there will be special appearances by Kit Chan, Stefanie Sun and JJ Lin who will read out some of the submitted Mother's Day dedications. Families can also submit videos of themselves singing along to the songs during the online show, and these will be stitched into a tribute video. More details are available on FFL Facebook page.
5. Families can also look forward to two interstitials to be broadcast on all MediaCorp TV channels at 8.30 pm and 10.30pm on the same day. The interstitials will carry excerpts of Mr Desmond Lee's message and the show, and the tribute video of the Mother's Day dedications.



6. Families who contribute dedications and who video themselves singing along to the show stand to receive a complimentary one-month subscription with Viu¹. More details are available on FFL Facebook page. FFL is pleased to have our partners including CapitaLand, NTUC Fairprice, Millennium Hotel Group, and Hilton Singapore supporting this initiative.

7. Said Minister Lee, “In our current climate, many of the celebrations we are used to are no longer possible. But this doesn’t mean that we cannot and should not celebrate. It is important to keep our spirits high. While we continue to stay home to keep everyone safe, we can show appreciation to our mothers in creative ways. It is not just today but every day that we should honour all mothers for the important role they play in caring for our families. Strong families have the resilience to face uncertainties. Together, we can overcome this challenging period and emerge stronger.”

8. “We are proud to stand with our customers and their families to honour the special women in their lives,” said Jeremy Soo, POSB/DBS’ Singapore Head of Consumer Banking Group. “While Mother’s Day celebration in Singapore this year is going to be a little different, with some being physically apart from their mothers and grandmothers during this circuit breaker period, we can still come together in our homes as one big online family through these curated activities. We hope our customers will join us in this one-day celebration to spend time meaningfully with their families.”

9. Said Families for Life Chairman, Mr Ishak Ismail, “We ask all families to come forward to support Families for Life’s #FFLMothersDay. We know a mother’s love makes a house a home. So let us make our dedications and as a big Singapore family, join the show at 8pm and sing “Happy Mother’s Day” together! ”

10. Apart from the online show, Mother’s Day @ Home with FFL will feature a full day of fun-filled Mother’s Day-themed activities for families such as storytelling, interactive song and dance performances as well as baking activities. These will be hosted on FFL’s Facebook page.

11. Mother’s Day @ Home with FFL is part of the #SGUnited efforts to encourage families to bond with one another and other families to build a more resilient society. Throughout the month of May, FFL will provide new content from experts, community partners and volunteers to keep families meaningfully occupied while they stay home during the circuit breaker period.

12. For more information about #FFLMothersDay, please visit the FFL website at <https://familiesforlife.sg> and Facebook page at <https://www.facebook.com/familiesforlife.sg/>.

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¹ Viu is a Hong Kong-based over-the-top video streaming provider, offering the latest premium Korean dramas, variety shows and other Asian programs.



About Families for Life Council

Families for Life's vision is to build strong and resilient families because that makes for stronger communities and better individual well-being.

We Listen. We listen to the issues that Singapore families are facing.

We Explore and Promote. We bring people and organisations together to create platforms for family bonding and to engage Singaporeans in conversations about families.

We Voice. We voice out concerns that people have on family issues and continue this conversation with our partners and the community.

The Council is chaired by Mr Ishak Ismail, Regional Director (Asia) of BAE Systems Hägglunds AB. For more information, visit www.familiesforlife.sg

About SG United

SG United is a rallying call to all Singaporeans to work together, and be confident that we will overcome the challenges arising from the COVID-19 virus. Let us be socially responsible, to keep ourselves and others around us healthy. Let us speak up for hope and care, and stand against the negative. Let us care for and support one another, and appreciate the people who are keeping us safe.

About POSB

A part of the DBS Group, POSB is the largest and oldest local bank in Singapore with over four million customers. Having served generations of Singaporeans for over 140 years, it is known as the "People's Bank", and prides itself on being "neighbours first, bankers second". With a good understanding of Singaporeans through the years, POSB offers products and services that are relevant to the savings, borrowing, investment and insurance needs of all Singaporeans. With over 50 branches conveniently located islandwide, and over 1,000 ATMs and Cash Acceptance Machines across the island, POSB's distribution network is the largest in Singapore.

POSB acknowledges the passion, commitment and can-do spirit in each of its staff. For more information, please visit www.posb.com.sg.

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ANNEX A: Mother's Day @ Home with FFL

Time	Activity
10.00am	Mums <i>Break the Circuit</i> – A Dedication Video A collection of short, heart-warming videos of mothers sharing about the challenges they face at home while their spouse and children share what they appreciate most about the special woman in their lives.
11.00am	Yuki presents Kid-Do Alive! A tribute to mothers through dance
2.00pm	Learn to bake a chocolate cake with Serene Chen & Family
3.00pm	Academie of Stars Tribute to Mother's Day This show aims to highlight the relationships between children and mothers during this period. Moms working from home, or housewives, play an even more important role in taking care of their children at home.
4.00pm	Chinese storytelling with Mediacorp YES 933 DJ Siau Jiahui featuring “小蝌蚪找妈妈 / “Where is Mama”
5.00pm	Sing, Act & Play with Chirpy Little SiStars , Celine and Claudine Ng, as they dedicate a special song for mothers.
8.00pm	“Homemade for Mums” An online show featuring local artistes such as Aisyah Aziz, Isaac Ong, Joanna Dong, Liu Ling Ling, Shabir and many more. Some of the dedication and tribute submissions collected in the lead up to the show will also be read out during the show, and contributors will win CapitaLand prizes and F&B vouchers from Millennium Hotel Group and Hilton Singapore. Families can also submit a video singing together during the show where the most creative videos stand to win NTUC FairPrice vouchers. Stay tuned to FFL's FB page for more details.
8.30pm	Broadcast of Interstitial featuring an excerpt of Minister's message and the Tribute to Mothers Segment on free-to-air channels – Ch5, Ch8, Suria, Vasantham, followed by a mass-singing segment, when the nation will be asked to sing “Happy Mother's Day” in unison, to the tune of “Happy Birthday”.
9.00pm	“The Mother's Moment” where families are encouraged to call their own mothers, whether through phone or video calls, to express their personal appreciation for the mothers, and all their mothers do for them. End of Live Stream programming
10.30pm	Tribute video to Mothers featuring submissions from members of the public on free-to-air channels – Ch5, Ch8, Suria, Vasantham





ANNEX B: MEDIA PROFILES FOR INTERVIEW

Name, Age, Designation	Languages Spoken	Brief
Seah Lee Lee, 56, Early Childhood Educator	English/Chinese	<p>Since the circuit breaker came into effect, childcare centres continue to provide services to a limited group of parents who are working in essential services and unable to find alternative care arrangements. At the centre where Ms Seah works, she looks after 2 children whose parents are both frontline workers working long hours in the fight against COVID-19. Ms Seah appreciates what her students' parents are doing for the nation, and sees herself as an essential worker supporting another essential worker. If her students' parents are late in picking up the children from the centre, she understands and does not begrudge it.</p> <p>Ms Seah is also a mother of 3 adult children.</p>
Nur Hilyana Binte Hamzah, Nurse at CGH	English, Malay	Frontline mum with child still going to preschool at @ Skool4Kidz Campus @ Sengkang Riverside Park
Lee Hui Zhen, 31, Pre-School teacher (S4K) at Skool4Kidz Campus @ Yishun	Chinese (Preferred)	Pre school teacher with 2 children, who is toggling between working from home and preschool



Name, Age, Designation	Languages Spoken	Brief
Fionna Yow, 35, Advanced Practice Nurse, Tan Tock Seng Hospital	English/Mandarin	<p>As a frontline worker, I'm very grateful for my mother's unwavering support for me during this period. I appreciate how she gives me privacy and peace to rest after work, and doesn't ask much except remind me to sleep.</p> <p>Before the pandemic, she enjoyed a happy and carefree retirement life, but has since then went back to cooking meals for me as I return to three rotating shifts.</p> <p>She has to spend so much effort and it's unfortunate I can't bring her out for Mother's Day, but I still would like to celebrate her special day with her."</p>
Angamma, Officer, Registry of Marriages	English/Tamil	Anga is a disabled frontline officer who works at ROM. Her mother has cared for her from young. She lives with her mother, who moved in after Anga's father passed away. Her mother continues to care for her.
Jacqueline Ang	English/Chinese	Jacqueline is a mother of 3 children - 2 twins, 18 who are both autistic, and a P5 daughter. Despite the demands of home and work, she still finds time for online classes, and volunteering in the community.
Suhaidah Suliaman, 47, Branch Service Manager, POSB	English, Malay	<p>Suhaida is a mother of 4, and her children are aged 22, 17, 15, and 10.</p> <p>She has been working with POSB for 28 years, and is usually stationed at the POSB White Sands branch. Given tigher restrictions imposed during the current circuit breaker period, Suhaida is now working out of the POSB Payer Lebar branch instead.</p> <p>What she enjoys most in her job is meeting people and interacting with them. Suhaida finds utmost satisfaction in helping her customers with their banking needs, and some have even become friends with her over the years.</p>