



EMBARGOED TILL 4 JUNE 2022, 11AM

MEDIA RELEASE

**FAMILY TIME ANYWHERE, ANYTIME
THIS NATIONAL FAMILY WEEK**

Families can look forward to an exciting array of activities and deals from 4 to 12 June, featuring “Becky Bunny’s Adventures” at four locations.

SINGAPORE, 4 June 2022 – From the immersive “Becky Bunny’s Adventures”, neighbourhood inspired play spaces, to marriage and parenting talks, families can look forward to family bonding activities across Singapore during National Family Week (NFW). In support of the Year of Celebrating SG Families (YCF), Families for Life (FFL) presents NFW from 4 to 12 June to promote family values and encourage families to choose family time.

2. Themed ‘Yes to Family Time – Anywhere, Anytime’ and officially launched by Prime Minister Lee Hsien Loong on 4 June 2022, NFW will feature family carnivals at Suntec City (4 – 5 June) and three locations in the heartlands (5 – 12 June), with promotions and activities offered by more than 40 partners.

3. Mr Ishak Ismail, FFL Council Chairman said, “Strong family relationships require sustained effort to nurture. Even as we are caught up in the hustle and bustle of life, we must prioritise family and set aside dedicated family bonding time daily. During the National Family Week, FFL invites families to come down to play, learn, and thrive together through fun and engaging activities with our rich content centred on our four family values of love, care and concern, commitment and respect. FFL’s mascot, Becky Bunny, who embodies the four core family values will make her appearance at various locations throughout the NFW. NFW will also be an annual fixture for years to come. I welcome everyone to bring along your immediate and extended family members to celebrate with us.”



Highlights of National Family Week

4. FFL and its partners have lined up exciting family bonding activities outlined as follows:

National Family Week @ Suntec City

5. A family carnival awaits at the National Family Week @ Suntec City! Over two days from 4 to 5 June (Saturday & Sunday), families can enjoy activities, and workshops tailored for the young and old. Occupying two exhibition halls, excitement awaits families across five zones: 'Home', 'Neighbourhood Centre & Park', 'Playground', 'Community Centre', and "Becky Bunny's Adventures".

6. Families can explore 'Home' to learn more about marriage and parenting programmes and take part in interactive parent-child workshops. The 'Neighbourhood Centre & Park' and 'Playground' feature bouncy castles, terrarium making and other craft activities. These zones are modelled after shared community spaces as a reminder that daily activities in the neighbourhood are good opportunities for family bonding.

7. Families can also learn about the four core family values through an immersive experience at "Becky Bunny's Adventures" – Love In Action, Care and Concern Garden, Commitment Station and Respect Plaza. Some activities to look forward to include navigating a child-friendly maze and penning down ways to show respect at a creatively designed fountain installation.

National Family Week @ Community

8. NFW @ Community brings the celebrations to the heartlands. From 5 to 12 June at Our Tampines Hub, Choa Chu Kang Lot One, and 5 to 9 June at Yishun Northpoint City. Look out for mini versions of "Becky Bunny's Adventures" and learn how to put family values into action.

- **Our Tampines Hub** (Level 1, Festive Market)

Date & Time: 5 June, 10am

Guest of Honour: Mr Masagos Zulkifli, Minister for Social and Family Development and Member of Parliament for Tampines GRC;

Activities: Becky Bunny Commitment Train, storytelling sessions, sand art and colouring kits



- **Lot One** (Level 5, Roof Garden)
Date & Time: 5 June, 1pm
Guest of Honour: Mr Gan Kim Yong, Minister for Trade and Industry and Member of Parliament for Chua Chu Kang GRC;
Activities: Becky Bunny A-Maze-ing Shed, storytelling sessions, sand art and colouring kits

- **Northpoint City** (Level 1, South Atrium)
Date & Time: 5 June, 11.30am
Guest of Honour: Ms Indranee Rajah, Minister in Prime Minister's Office;
Host: Assoc Prof Dr Muhammad Faishal Ibrahim, Minister of State, Ministry of Home Affairs and Ministry of National Development and Member of Parliament for Nee Soon GRC;
Activities: Becky Bunny Love In Action Locker Room, storytelling sessions, sand art and colouring kits

9. Families can also look forward to an array of family activities and promotions offered by FFL's partners including CapitaLand malls, Esplanade, FairPrice, Klook, SAFRA and Sentosa. The list of participating partners can be found in **Annex A**. To find out more about NFW, please visit <https://go.gov.sg/celebratingsgfamilies>.

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**Celebrating
SG Families**

About YCF

YCF is led by the Families for Life (FFL) Council with support from the Ministry of Social and Family Development (MSF) and the Alliance for Action to Strengthen Marriages and Family Relationships (AFAM). It is a whole-of-society movement which celebrates the importance of our families. The YCF logo is based on the design of a tree and celebrates the deep-rooted bonds that families in Singapore enjoy. Presented in the shape of a person with arms outstretched and feet on the ground; the tree signifies the values of strength, stability, rootedness, and the generations that comprise a family. The deep roots represent strong foundations that children need to grow up with. The leaves are in vibrant and colourful hues; each representing the four family values of love, care and concern, commitment, and respect; and highlighting the unyielding shade, protection and care that families provide. Generations to come will continue to enjoy its shade, flowers, and fruits for sustenance.

About Families for Life

The Families for Life (FFL) Movement aims to build strong and resilient families. The FFL Movement rallies like-minded individuals, families and organisations to strengthen family bonds through large-scale events, national celebrations and online digital campaigns. FFL365 offers a suite of complimentary evidence-based parenting and marriage programmes while FFL Parenting is an online repository of localised, research-backed parenting resources. FFL also runs Parent Support Groups, particularly for those with preschool children. FFL@Community brings all these offerings to local communities. Visit <https://familiesforlife.sg> for tips, resources and interesting family activities as well as a wide range of meaningful volunteering opportunities as FFL volunteers.

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ANNEX A

National Family Week @Suntec: Activities

Zone	Activities	Remarks
Home	- 'Strong Families, Strong Singapore' Showcase - FFL and partners' booths	The showcase will feature programmes and resources to support families.
Neighbourhood Centre	- Letter box quiz - Terrarium - Jenga games	Families will learn about YCF through content in the letter boxes and participate in a quiz.
Park and Playground	- Bouncy castles - Traditional games (Snap, Chess)	NIL – activities are as stated.
Community Centre	- Becky Bunny colouring activity	NIL – activities are as stated.
Becky Bunny's Adventures ('Love In Action' zone)	Love In Action - Basketball Court - Locker Room	Families will learn about the ways to express love.
Becky Bunny's Adventures ('Care and Concern Garden' zone)	- A-Maze-ing Shed - Care Kitchen	Families will explore a maze to find five different acts of care and concern. They will also play minigames from FFL's 'Bunny Town Adventure' digital game.
Becky Bunny's Adventures ('Commitment Station' zone)	- Photo Booth	Families can take photos against unique backdrops, as a reminder that family time can happen anywhere, anytime.
Becky Bunny's Adventures ('Respect Plaza' zone)	- Respect Fountain - Bunny Cafe	Families can share messages on ways to show respect at the fountain. At Bunny Cafe, families can learn about being respectful with one another.



National Family Week @ Community: Partner Events

Partners	Dates	National Family Week (4 to 12 June)
SAFRA	3 to 12 June	SAFRA Punggol Weekend Fun (3 – 5 June) SAFRA Toa Payoh's Rising Stars (Qualifiers from 4 – 12 June)
Sentosa	3 to 19 June	Zentosa
People's Association	5 to 12 June	"Becky Bunny's Adventures" at Our Tampines Hub (OTH), Nee Soon Central and Choa Chu Kang.
Focus on the Family Singapore	4 June	"The Select: Mission 1114" is a hybrid event that brings parents and tweens on an interactive adventure.
SuperMom	4, 5, 11 and 12 June	World Parenthood Symposium (21 May – 18 June)
National Parks and Centre for Fathering	10 June	FamilyTrees tree-planting event (Father's Day edition)
Klook	9 June	Klook Live event showcasing 'Made for Families x Klook' special deals and packages for families.
CapitaLand Malls	4 to 12 June	NFW giveaway at selected 8 CapitaLand malls: <ul style="list-style-type: none">- Lot One- Tampines Mall- Bedok Mall- Bukit Panjang Plaza- IMM Building- Westgate- JCube- Junction 8
Singapore Heart Foundation	4 to 26 June	Virtual Pledge Your Heart Walk 2022



Celebrating
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FairPrice Xtra Farmers' Market	4 to 5 Jun	FairPrice Group is organising its first series of Farmers' markets in 3 Xtra hypermarkets. There will be interactive showcase of fresh produce, quizzes and activities for children. It will be an edutainment event for the whole family!
Esplanade Flipside 2022	3 to 12 June	Flipside celebrates playfulness and creativity through accessible encounters with circus, puppetry, physical theatre, visual theatre and comedy.
Esplanade Beautiful Sunday	12 Jun	A concert experience on 12 June by OBOG Wind Symphony as they present the greatest soundtracks from five well-loved musicals.