



FOR IMMEDIATE RELEASE

"Family Begins with Me": National Family Festival 2026 Puts the Spotlight on Everyday Family Moments

National Family Festival 2026 calls on Singaporeans to prioritise family through simple, intentional moments.

Singapore, 31 May 2026 — The National Family Festival (NFF) 2026 was launched this weekend by Prime Minister and Minister for Finance Lawrence Wong. Anchored by the theme “Family Begins with Me”, the festival encourages Singaporeans to strengthen family bonds through simple, intentional everyday actions.

2 Launched at the NFF Family Carnival @ EXPO alongside SportSG's FunFam SportFest from 30 to 31 May 2026, the Carnival drew about 12,000 participants. The target is to engage over one million Singapore families through islandwide activities, partnerships and community initiatives in the month-long celebrations in June.

3 Guest-of-Honour for the NFF Family Carnival, Prime Minister and Minister for Finance Lawrence Wong reiterated the importance of strong family bonds, as well as supporting families in building healthy digital habits from young.

4 Led by the Families for Life Council (FFL), NFF 2026 reflects a shared effort by the community, corporate and people sectors to foster a stronger family culture in Singapore — one where families are supported not only at home, but also in workplaces, neighbourhoods and across generations.

Family as a Refreshed Priority for Individuals and the Community

5 This year’s theme is a reminder that strong families are often built not through grand gestures, but through intentional consistent, everyday actions — making time for one another, showing care, being present, and building meaningful connections.

6 Beyond individuals and families, NFF 2026 also highlights the role that workplaces, communities, and partners play in supporting family life. Co-organised with the National Trade Union Congress (NTUC), the National Youth Council (NYC), People’s Association (PA), Prime Minister’s Office Strategy Group (PMO-SG) and Sport Singapore (SportSG), this year’s festival is supported by more than 240 community partners, 165 corporate partners, and 1,700 volunteers, more than double



the number from last year's festival, through activities, programmes and ground-up initiatives across Singapore.

A Festival for all Family Members

7 Kicking off the festival, the NFF Carnival @ EXPO was designed as an immersive experience to help families connect, reflect, and create shared memories together. Through five themed activity zones and interactive experiences, some of which were curated by 45 FFL Volunteer Leaders, families were encouraged to spend quality time together while exploring themes such as care, bonding, growth, fun and recharging.

8 The event was complemented by Sport Singapore's FunFam SportFest, which featured a range of physical play and movement-based activities, ranging from free play to cooperative challenges and sport discovery zones – to invite families to play, move and grow together.

9 A key highlight of NFF was the first-of-its kind youth contribution to NFF. A youth-designed digital quest experience guided families through the themed zones in a more immersive and interactive way. At *SCAPE, youth sector partners and groups supported by NYC also presented talent showcases and short films by young creatives exploring themes of family and intergenerational relationships — reflecting the role young Singaporeans play in strengthening family life, as children, grandchildren, and the next generation of parents.

10 Beyond NFF, FFL and its volunteers will continue incorporating resources and activities on healthy digital habits into parents' meet-ups and family activities. Grassroots leaders and advisers will also be supported through a dedicated playbook to organise digital well-being workshops tailored to their residents' needs.

Something for Every Family, Islandwide

11 From 30 May to 28 June, NFF 2026 will feature a line-up of partner events and activities organised by corporates, community organisations and other government agencies islandwide.



12 Catering to families across different life stages – from couples and parents to multiple-generational households and families with seniors or persons with disabilities – the festival offers many bonding opportunities including sports, crafts, digital well-being and community programmes

13 Highlights include activations at CapitaLand Malls and Frasers Properties islandwide, inclusive activities at Enabling Village and imPAct@Hong Lim Green for families with persons with disabilities, and family-friendly promotions at iLight Singapore. More information can be found at **Annex A**.

A Shared Commitment to Stronger Families

14 Mr Keith Magnus, Chairman of the Families for Life Council, said: “Strong families are built not in milestone moments, but in the everyday choices we make to show up for one another. That is the heart of this year’s message – family begins with me. Through National Family Festival 2026, we hope to encourage every Singaporean to invest time and attention in their families, and to build a culture where communities help families grow stronger – not just during the festival, but in everyday life.”

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About National Family Festival

The National Family Festival is an annual event to celebrate family ties and encourage families to engage in meaningful and fun-filled activities to strengthen family bonds. Held from 30 May to 28 June 2026, the National Family Festival is led by the Families for Life (FFL) Council and co-organised with partners including the National Trades Union Congress (NTUC), National Youth Council (NYC), People's Association (PA), Prime Minister's Office Strategy Group (PMO-SG) and Sport Singapore (SportSG).

With an exciting line-up of events, programmes, and promotions specially curated to cater to families of different archetypes, there is something for every family at the National Family Festival. For more information, please visit go.gov.sg/familyfestsg-2026.

About Families for Life Movement

The Families for Life Movement, led by the Families for Life Council, rallies individuals, families and organisations to celebrate families and strengthen family bonds towards building a Singapore Made for Families.

The Families for Life signature initiatives are:

- **Families for Life programmes and resources** to support strong family values, strong and lasting marriages and confident parenting.
- **Families for Life @ Community initiatives** to strengthen family relationships in convenient locations in 24 towns. Couples and families can participate in marriage preparation, marriage mentoring, marriage enrichment, parenting and grandparenting programmes, and parent peer support groups.
- **I Still Do** – campaign celebrating love, commitment, and marriage in February, with enriching online programmes, useful resources and activities for married couples.
- **National Family Festival** – a national celebration of the importance of families in June, with family bonding events and activities throughout Singapore.
- **Connecting Our Generations** – campaign celebrating the strong intergenerational bonds within families in October.
- **Real Families Real Stories** – an initiative showcasing authentic family experiences through storytelling, where Singapore families share their journeys of tears, triumphs, and everyday moments on the Families for Life platform. Visit www.familiesforlife.sg for tips, resources and interesting family activities as well as a wide range of meaningful volunteering opportunities.



ANNEX A

Key Events and Activities of National Family Festival 2026

Highlights of NFF events during the month of June include:

- NFF @ Community – a series of community activations bringing the NFF experience closer to families, including at CapitaLand Malls and community spaces islandwide.
- Experiential learning — A series of parent-child bonding activities co-created with Social Service Agencies and FFL@Community partners, spanning drumming, bouldering, water parks, carnivals, and more. Suitable for families with young children through to tweens and teens.
- NFF @ *SCAPE — a youth-focused activation, organised by youth sector partners and youth groups, supported by National Youth Council and *SCAPE, bringing together young people from diverse communities to celebrate family life in their own voice and on their own terms. Highlights include talent showcases and short films by young creatives exploring themes of family, identity, and intergenerational connection.
- NFF for all families, all abilities — NFF 2026 ensures that families with persons with disabilities are fully part of the celebration with inclusive sports stations at NFF Family Carnival @ EXPO, an inclusive family carnival at Enabling Village and an active, sports-based event at imPAct@Hong Lim Green
- Family-friendly events and deals — Dine, shop and play promotions that encourage families to spend time together and create their own moments together, including light art installations and interactive activities at iLight Singapore in a unique night-time setting.



Annex B

Details of Key Partner Events (Open to the public, for all families)

S/N	Event	Dates
1	NFF @ Children's Festival 2026 at Gardens by the Bay	30 – 31 May, 6 – 7 June, 13 – 14 June, 20 – 21 June
2	National Family Festival @ CapitaLand Malls	
	Bedok Mall	6 – 7 June
	Lot One	12 – 14 June
	Sengkang Grand Mall	27 – 28 June
3	FFL x PropNex Picnic & Movie Screening	13 June
4	Movies by the Beach at Sentosa	13 – 14 June 20 – 21 June 27 – 28 June
5	NFF @ White Sands	19 – 21 June
6	Beyond Limits – Fit for All	20 June
7	NFF @ Kampung Admiralty	20 – 21 June
8	NFF @ Northshore Plaza	27 – 28 June
Full NFF events listing available on go.gov.sg/familyfestsg-2026		

**ANNEX C****List of Translated Terms**

S/N	Keywords			
	English	Chinese	Malay	Tamil
NFF 2026				
1	National Family Festival	全国家庭节	Pesta Keluarga Nasional	தேசிய குடும்ப விழா
2	Family Begins with Me	家倍幸福, 由我开始	Keluarga Bermula Dengan Saya	-
3	FunFam SportFest	FunFam体育嘉年华	-	-
Families for Life				
5	Families for Life (FFL)	凝聚家庭理事会	Majlis Keluarga Sepanjang Hayat (FFL)	வாழ்வுக்காகக் குடும்பங்கள் மன்றம்
6	Real Families Real Stories	真实家庭 真情故事	Keluarga Sebenar Kisah Sebenar	நிஜ குடும்பங்கள் நிஜ கதேகள்
7	Families for Life @ Community (FFLC)	凝聚家庭社区推广计划	Keluarga Sepanjang Hayat di Masyarakat	வாழ்வுக்காகக் குடும்பங்கள்@சமுதாயம்
8	Ministry of Social and Family Development	社会及家庭发展部	Kementerian Pembangunan Sosial dan Keluarga	சமுதாய, குடும்ப மேம்பாட்டு அமைச்சு