

## **MEDIA RELEASE**

To New Editors

### **FATHERS LAUDED AS DEFENDERS OF HOME AND NATION**

Fathers were lauded for their important role as defenders of their homes and Singapore as SAFRA staged two events to celebrate Father's Day at SAFRA Jurong and Adventure Cove Waterpark. These activities drew more than 2,800 NSmen and their families.

Dr Mohamad Maliki Bin Osman, Minister of State for Defence and Deputy President of SAFRA, joined NSmen and their families to celebrate the occasion at SAFRA Jurong this evening. Fathers were treated to specially-made cupcakes and more than 500 appreciation messages were contributed by NSmen's children to thank their fathers for their sacrifices to ensure a bright future for their families.

The celebration at SAFRA Jurong was held in conjunction with a special SAF50 edition of SAFRA Sprint Kids Xtreme. The relay-style competition featured challenges inspired by the SAF's Standard Obstacle Course to enable families to better appreciate the tough training of the NSmen.

Dr Maliki said: "Many of our NSmen have to juggle providing for their families, being role models to their children and their commitment to their National Service duties. These are challenges our NSmen face as fathers. They do this because they want to ensure a secure and bright future for their families. I am very heartened to see many of our fathers here today as part of our SAF50 celebrations at the SAFRA Sprint Kids Xtreme, bringing fathers and families together to show appreciation for the role of fathers in defending the nation. What's interesting is the way the event today is organised; inspired by the SAF's Standard Obstacle Course, which gives the children a sense of what it takes for their fathers to be trained in the SAF to provide a safe and secure environment for them."

At the SAFRA Family Day Out event held at Adventure Cove Waterpark, fathers received special Father's Day candies and on-stage dedications from their children.

### **NSmen to Enjoy SAFRA Deals for SAF Day**

Dr Maliki also shared that NSmen can look forward to a host of SAFRA deals for SAF Day to appreciate NSmen for their contributions.

He said: "We will also continue to show our appreciation for the contributions of our NSmen. As part of our SAF50 celebrations, SAFRA will be rolling out deals for SAF Day and we hope that our NSmen will take advantage of those new deals. At the same time, more community partners have come forward to show their appreciation and provide deals for our NSmen and celebrate SAF50."

From 1 to 5 July, all SAF national servicemen will enjoy free access to SAFRA swimming pools and 50% off selected sports and recreational facilities at SAFRA clubs island-wide when they present their SAF11B or SAFRA membership card. They will also enjoy special movie deals at Shaw Theatres island-wide.

On top of these, SAFRA members also enjoy additional deals on a wide variety of products and services at more than 50 partnering merchants island-wide till August.

Kindly refer to the following for more information:

- Annex A – Fact sheet on SAFRA Father's Day activities
- Annex B – Fact sheet on SAFRA's SAF Day deals

### **About SAFRA National Service Association**

SAFRA was formed in 1972 to provide for the social and recreational needs of NSmen and their families through quality sports, social, educational and cultural programmes to recognise NSmen for their contributions to National Defence. SAFRA currently has a network of five clubs conveniently located in Jurong, Mount Faber, Tampines, Toa Payoh and Yishun. Complementing the modern facilities at SAFRA clubs is a host of quality membership benefits and activities specially packaged for over 350,000 members and their families.

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*Issued by SAFRA National Service Association on 21 June 2015*

**SAFRA FATHER'S DAY ACTIVITIES  
SUNDAY, 21 JUNE**

**FACT SHEET**

SAFRA organised two events on Father's Day to promote strong family ties and active fatherhood as part of its ongoing partnership with Families for Life.

More than 2,800 NSmen and their families participated in the activities held at SAFRA Jurong and Adventure Cove Waterpark. This is an indication that fathers realise the importance of spending time together with their families, and fathers being more involved with day-to-day parenting.

Mr Ching Wei Hong, Families for Life Council Chairman said, "We are delighted to see that so many NSmen and their families celebrate Father's Day with us. It is encouraging to see that fathers are making a personal choice to build relationship with their children and increasingly showing greater involvement in caring for their children. We hope to inspire fathers to invest daily in their relationship with their children beyond these activities to enjoy family life satisfaction."

**SAFRA Sprint Kids Xtreme 2015**

Organised by SAFRA Jurong, SAFRA Sprint Kids is an annual event aimed at strengthening bonds among NSmen and their families. From 2010 to 2013, the event was a sprint race along a 30-metre track. In 2014, the event concept was refreshed to be a relay-style race with challenges to increase the fun and bonding factor.

**What's new this year**

To celebrate SAF50 this year, the event featured fun-filled obstacle challenges inspired by the SAF's Standard Obstacle Course such as the stepping stones, leopard crawl, dodging panels and the ditch. This is aimed at providing an opportunity for NSmen to share a piece of their NS experience with their families.

<b>Competitive Categories</b>	<b>Criteria</b>
Private's Sprint (Boys / Girls)	For kids 6 to 7 years old
Corporal's Sprint (Boys / Girls)	For kids 8 to 9 years old
Sergeant's Sprint (Boys / Girls)	For kids 10 to 12 years old
Platoon's Challenge (Family)	Family of four consisting of 2 adults and 2 children aged 6 to 12 years old
<b>Non-Competitive Category</b>	<b>Criteria</b>
Parent & Child Buddy Sprint	To consist of 2 adults and 2 children aged 6 to 12 years old

The event finals were held on 21 June to coincide with Father's Day.

## **SAFRA Family Day Out at Adventure Cove Waterpark**

The SAFRA Family Day Out is a series of activities which bring NSmen and their families to different popular attractions in Singapore at discounted rates. Fringe activities are also organised to engage participants and promote family bonding.

The latest edition is held at Adventure Cove Waterpark on Father's Day to create even more meaningful bonding opportunities. Fathers received special Father's Day candies and on-stage dedications from their children at the event.

<b>Venue</b>	Resorts World Sentosa, Adventure Cove Waterpark 8 Sentosa Gateway, Sentosa Island
<b>Date</b>	21 Jun 2015 , Sunday
<b>Time</b>	9am - 6pm

## FACT SHEET ON SAFRA'S SAF DAY DEALS

### Introduction

SAFRA will roll out a series of SAF Day deals beginning from 27 June, including a wide variety of 50% discounts and 1-for-1 promotions at SAFRA facilities and partnering merchants to celebrate SAF50.

A selection of the deals is extended to **all SAF national servicemen** and can be enjoyed with the presentation of their 11B. Most notably, in early July, all NSmen will enjoy:

- Free entry to SAFRA swimming pools island-wide
- 50% discounts at many of its sports and leisure facilities (tennis, futsal, squash, multi-purpose courts, BBQ pits and Kidz Amaze)
- Movie deals at Shaw Theatres

On top of these, **SAFRA members** also enjoy additional deals on a wide variety of products and services at partnering merchants island-wide till August.

### Deals for all SAF National Servicemen

Facility/ Merchant	Promotion	Validity	Outlets
SAFRA swimming pools	Free entry	1 - 5 Jul	All
Tennis / Futsal / Squash / Multi-purpose courts	50% off booking fees	Booking: 27 Jun - 5 Jul Usage: 1 - 5 Jul	All
BBQ Pits and Games Rooms	50% off booking fees	Booking: 27 Jun - 5 Jul. Usage: 1 - 5 Jul	All
SAFRA carparks	Spend a minimum of \$50 in a single/combined receipt to enjoy a complimentary parking coupon	1 - 5 Jul  <i>*Limited to first 50 redemptions per day</i>	All
Kidz Amaze	1-for-1 entrance fee (1 child enters for free with every paid entrance)	27 Jun - 5 Jul	JR, TP
Shaw Theatres	Mon – Thu: Opening titles - <b>\$9</b> (U.P \$9.50) Others - <b>\$7.50</b> (U.P \$8.50)  Fri - Sun, eve of PH, PH, all opening titles: <b>\$10</b> (U.P. \$12.50)	1 - 5 Jul	All outlets

### Additional Deals for SAFRA members only

Facility/ Merchant	Promotion	Validity	Outlets
EnergyOne Gyms	Enjoy 50% off EnergyOne SG50 membership and receive a Schick Razor Shaver and Shaker Bottle for free	1 - 7 Jul	All
Shaw Theatres	1-for-1 weekend promotion	4 - 5 Jul	All outlets
Kidz Amaze	Free entry for SAFRA principle members and 1 child per principle member	27 Jun - 5 Jul	JR, TP
SAFRA Membership	50% off 5-years Principal Membership (applicable for new sign-ups and renewal)	1 - 31 Jul	All
Masego	60-min Safari Foot Massage at \$50 (U.P. \$62.06)  <i>*Complimentary 10mins Sea Salt Detox Foot Bath and 10mins shoulder massage</i>	1 - 31 Jul	JR
Eatzi	1-for-1 Lobster Bisque	1 - 5 Jul	SYCC
Hoshigaoka	Free Kids Meal with every Main Course order	1 - 5 Jul	TM
Caltex	20% off Petrol	1 - 5 Jul	27 stations
Swensen's	1-for-1 Chocoholic Cravings Sundaes (U.P. \$11.50)	1 - 5 Jul	All outlets
China One	1-for-1 House Pour Jug (U.P. \$50.50 per jug)	27 Jun - 5 Jul	Clarke Quay
Spizza	Free 10" Pizza with every purchase of a 10" Pizza	1 - 7 Jul	All outlets except take-away outlets
1 Market Place by Chef Wan	For every two paying diners, third person dines for free	1 - 15 Jul	Plaza Singapura
PastaMania	One free 7" Pizza with every 2 regular priced pasta	1 - 3 Jul	All outlets except Far East Plaza
Dian Xiao Er	Enjoy 50% off soup of the day when you order the weekday lunch set for 2	1 - 7 Jul	All outlets except Vivo City
Jack's Place	Free Kids Meal with every Main Course Order	1 - 5 Jul	All outlets

Bakerzin	Free Salted Caramel Coconut Mousse with every main course ordered	1 - 5 Jul	All outlets
Zion Sports	50% off booking of Futsal courts	Ongoing, till 31 Aug	Seng Poh Road
Madame Tussauds Singapore	2 tickets for \$50 to Madame Tussauds Singapore & Image of Singapore LIVE (U.P. \$38/pax)	Ongoing, till 31 Aug	Madame Tussauds Singapore & Images of Singapore LIVE
Freeing.SG	50% off for a Group of 8	Ongoing, till 31 Aug	The Cathay
Wildlife Reserves Singapore	1-for-1 entry to the Singapore Zoo  <i>* 100 pairs of tickets available at each SAFRA club on 5 Jul. Each SAFRA member is limited to 1 ticket per purchase. While stocks last.</i>	5 Jul	All SAFRA clubs
G2000	50% off 2nd piece on selected men's shirts	27 Jun - 5 Jul	All outlets
Topman	Get 50% off any Topman shirt with every pair of denim jeans purchased	27 Jun - 5 Jul	All outlets
Watson's Personal Care Stores	50% off selected Watsons products	1 - 8 Jul	All outlets except stores in the Singapore Changi Airport
Mayer	Aqua Optima Water Filter Sport Bottle at \$10 (U.P.\$12.90)	1 - 31 Jul	All outlets
BIG Hotel	Enjoy 10% off room rates. Includes free WIFI and free movies-on-demand	1 - 31 Jul	BIG Hotel
Hotel Jen (Tanglin)	Weekend Staycation at new Deluxe Rooms at \$198.00++ (inclusive of breakfast for 2 person)	27 Jun - 5 Jul	Hotel Jen (Tanglin)
StarHub	\$60 off New Line Sign up with Samsung GALAXY S6 4G+ or GALAXY S6 EDGE 4G+	1 - 31 Jul	All outlets

Newstead, DigitalStyle & Nubox	Logitech x300 Mobile Speaker at 30% off	1 - 31 Jul	All outlets
Harvey Norman	1) Free Polar Sport watch worth over \$140 with purchase of Microsoft Surface 3 at \$748	1 - 5 Jul	All outlets
	2) Free 32GB MSD + \$30 Harvey Norman voucher with purchase of Samsung Galaxy Tab 4 7.0 at \$298		
	3) 50% off Philips Men Shaver At610 (U.P \$79)		
HOMME Esthetique™	HOMME Esthetique™ signature Skin Treatment at \$33 (U.P. \$428)	1 Jul - 30 Sep	Orchard gateway
TOUCHE® Elite	Choice of Face of Body Treatment at only \$33 for one person or \$60 for two	1 Jul - 30 Sep	All outlets
Resorts World Sentosa	1-for-1 S.E.A. Aquarium tickets	1 - 31 Jul	S.E.A. Aquarium
K Box	\$50 for 4 customers	1 - 5 Jul	All 8 outlets
MISA Travel	Buy 1 night get 1 night free at Seeka Boutique Phuket - \$75 per person  Includes: - Return transfers - 2 nights stay with breakfast	1 - 5 Jul	MISA Travel
Snow City	2-hr snow play for the price of 1-hr	1 Jul - 31 Aug	Snow City
iFly Singapore	25% off the First Timer Challenge Package	1 - 8 Jul	Sentosa
Combat Skirmish	Buy 2 tickets and get the 3rd one for free	1 - 5 Jul	Sentosa
Gogreen Segway® Eco Adventure	\$15 Segway® Fun Ride (2 rounds) (U.P. \$20)	1 - 5 Jul	Sentosa
	10% off Segway® Eco Adventure (30 mins)		
Sentosa 4D AdventureLand	\$50 for 2 One-Day Adventure Pass (Unlimited)	1 - 5 Jul	Sentosa
Tiger Sky Tower	20% Off Single & Unlimited Rides	1 - 5 Jul	Sentosa



Wings of Time	<u>50% Discount</u> \$7.50 for Adults, \$6 for Children/Seniors, \$11.50 for Premium Seats	1 - 5 Jul	Sentosa
Alive Museum	Buy one ticket and get the second ticket at a 50% discount	Ongoing, till 12 Jul	Suntec City
Eighteen Chefs	Purchase any main course and enjoy 50% off any dessert	1 - 31 Jul	All outlets
Time Zone	Free \$4 game credits with every \$10 purchased	1 - 5 Jul	All outlets
Journeyful	Exclusive packages to Singapore's popular destinations. SAFRA DBS credit card users can earn double Journeyful Rewards when they make a hotel bookings online	1 - 5 Jul	Online
Singtel	Get \$100 off Samsung Galaxy S6 and Samsung S6 Edge with any Combo 3 and above plans or any Easy Mobile plans	1 - 5 Jul	Online
KFC	\$1 off any Ultimate Box	26 Jun - 7 Jul	All outlets
Ogawa	Free FELIX TOUCH Handheld Massager (worth \$199) with purchase of the Estilo Prime 小摩王 at \$498 (U.P.: \$648)	1 - 31 Jul	All outlets
Kin Teck Tong	2 Sports Injury Treatment for the price of 1	27 Jun - 5 Jul	Kallang Wave Mall
	TCM Consultation + 2 Sports Sports Injury Treatment Tui-na + Therapy treatment (U.P. \$192.60)		
DUCKtours	1-for-1 Moonlight Adventure Tour	1 Jul - 30 Sep	Suntec
	50% off City Sightseeing Singapore 1 Day Pass (Unlimited Rides)	28 Jun - 6 Jul	All counters islandwide

	30% off Singapore DUCKtour	28 Jun - 6 Jul	Suntec & Singapore Flyer
Outback Steakhouse	1) 1-for-1 Outback Favourites <i>*max 2 redemptions per table per bill</i> 2) 1-for-1 on featured steak every Wednesday	1 Jul – 31 Jul	Orchard Gateway & Millenia Walk
Delifrance	Free giveaway of 5,000 Heritage Croissants*  <i>*Limited to 80 redemptions daily across 5 outlets</i>	1 - 15 Jul	5 outlets
Andersen's of Denmark Ice Cream	Free giveaway of 5,000 scoops of ice-cream*  <i>*Limited to 200 redemptions daily across 5 outlets</i>	1 - 5 Jul	5 outlets
Krispy Kreme Donuts	Free giveaway of 5,000 Donuts*  <i>*Limited to 200 redemptions daily across 5 outlets</i>	1 - 5 Jul	5 outlets
The Soup Spoon	Free 5,000 Lemon Tea + \$2 off à la carte main or soup set*  <i>*Limited to 200 redemptions daily across 5 outlets</i>	1 - 5 Jul	5 outlets
Club Kyo	100 Free Complimentary entry and drink (Housepour) per day	1, 3 and 4 Jul 2015	Club Kyo

Terms and conditions apply for each promotion.

For more information, please visit [www.safra.sg/safday](http://www.safra.sg/safday).