

MEDIA RELEASE

To News Editors

MORE THAN 1,700 NSMEN AND THEIR FAMILIES CELEBRATED FATHER'S DAY AT THREE UNIQUE SAFRA EVENTS ACROSS THE ISLAND

NSmen and their families had more creative ways to bond during Father's Day this year as SAFRA held three unique celebratory events at its clubs across the island.

Football took centre-stage at SAFRA Tampines, but the fun came with a twist as fathers and their kids paired up to compete on bouncy water futsal pitches. Donning bloop balls, participating fathers had a rolling good time trying to defend their goal posts as their kids splashed around in an attempt to outwit each other at the **SAFRA Water Football Challenge**.

At SAFRA Toa Payoh, it was a chorus of talent as families came in droves to perform and cheer for their kids as they competed at the finals of **SAFRA Lil' Stars**. For the first time, the event also featured a special family category in celebration of Father's Day, where parents and their kids performed together to compete for top honours.

Mr Chan Chun Sing, Minister for Social and Family Development, Second Minister for Defence and President of SAFRA, also joined in the Father's Day celebration at SAFRA Jurong where the finals of **SAFRA Sprint Kids Xtreme 2014** were held.

The event saw NSmen and their families competing for the first time in a series of relays featuring various challenges such as a 15-metre dash, cup-stacking, kicking a soccer ball into a goal post and a race through Kidz Amaze indoor playground.

Mr Chan Chun Sing said, "Strong families are the foundation of a strong nation. For our NSmen, strong family ties give meaning to their mission of protecting our country. As a father of three children, I know it is not easy to balance career and family commitments. All fathers treasure the time with their children as they grow up fast. I am glad that SAFRA and Families for Life have collaborated to provide more bonding opportunities for fathers and their children."

Mr Gan Chee Hiong, who participated with his wife and two kids in the Family 'Four' Fun category at SAFRA Sprint Kids Xtreme 2014, commented, "Any day is a good day to enjoy activities with my family. When the children are happy, I am happy too."

All three events, which together drew more than 1,700 NSmen and their families to celebrate Father's day at SAFRA clubs across the island today, are among 12 selected this year to promote close family ties as part of SAFRA's ongoing partnership with the Families for Life movement.

SAFRA renewed its partnership with the Dads for Life movement (renamed 'Families for Life (FFL) movement' in February this year with an enhanced emphasis to build

strong and resilient families) for another two years in early 2013. Through the partnership, SAFRA received a funding of \$700,000 over two years from FFL to organise more family bonding activities with the aim of achieving a total participation of 60,000 NSmen and their families.

Within the first year alone, from April 2013 to March 2014, SAFRA organised 14 Dads for Life activities and programmes, garnering a total participation of more than 70,000 and surpassing the two-year target. Another 12 FFL activities and programmes are being organised this year by SAFRA to reach out to more NSmen.

For more information, kindly refer to:

- Annex A – About Families for Life
- Annex B – Fact sheet on SAFRA's partnership with Families For Life and the list of activities for 2014
- Annex C – Fact sheet on all three SAFRA Father's Day activities

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 and educational 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 330,000 members and their families.

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ABOUT FAMILIES FOR LIFE

In February 2014, Families for Life (FFL), previously known as the National Family Council, announced its plan to strengthen the conversation on family and boost touch points to enhance family life through a 365-day approach.

The role of fathers has evolved over the years. Today's father is no longer always the primary breadwinner of the household. He can also play an active role in parenting his children. Research has shown that fathers' active involvement will significantly benefit a child's development cognitively, socio-emotionally, psychologically and academically.

FFL's collaboration with SAFRA, under Dads for Life, is an example of FFL's 365-day approach to engage fathers and their families. SAFRA has been promoting active fatherhood through its events since 2011.

With the introduction of FFL in February 2014, SAFRA's partnership focus has also been broadened. Activities organised are also aimed at strengthening ties among NSmen and their families. A total of 12 FFL family bonding activities were selected this year. These are listed in [Annex B](#)

As part of its 365-day engagement plans, FFL has plans for a FFL truck to bring family activities and resources to where the families are. The FFL truck, which will be ready later this year, will go around community touchpoints, including SAFRA clubhouses when there are family events.

SAFRA'S PARTNERSHIP WITH FAMILIES FOR LIFE & LIST OF ACTIVITIES

FIRST TWO YEARS OF PARTNERSHIP

SAFRA inked its first 2-year partnership with Dads for Life on 19 June 2011. As part of the partnership, SAFRA received a funding of \$700,000 from Dads for Life over two years to promote stronger father and child bonds through SAFRA's activities and events. A total of 14 Dads for Life activities and programmes were organised by SAFRA between June 2011 to March 2013, garnering a total participation of 54,240 NSmen and their children.

List of Dads for Life Activities (June 2011 – March 2013)

S/N	Activities in FY 2011/ 2012	No. of Participants
1	Playtime @ the Pool	4,849
2	Fathers @ School Programme	467
3	SAFRA Football Fiesta	78
4	SAFRA Sprint Kids 2011	1,508
5	SAFRA Singapore Bay Run & Army Half Marathon 2011	13,228
6	SAFRA AVventura 2012	86
7	Singapore Biathlon 2012	546

S/N	Activities for FY 2012/ 2013	No. of Participants
1	Playtime @ the Pool	4,574
2	Fathers @ School Programme	370
3	SAFRA Sprint Kids 2012	2,015
4	National Runway Cycling and Skating 2012	4,613
5	SAFRA Singapore Bay Run & Army Half Marathon 2012	21,622
6	SAFRA Football Fiesta	156
7	SAFRA AVventura 2013	128

RENEWAL OF PARTNERSHIP

Last year, SAFRA renewed its partnership with Dads for Life for another two years with a total funding of \$700,000 and the aim of engaging a total of 60,000 NSmen fathers and their children. Within the first year alone, from April 2013 to March 2014, SAFRA organised 14 Dads for Life activities and programmes, garnering a total participation of almost 70,000 and surpassing the two-year target. A summary of the activities are listed below.

List of Dads for Life Activities (April 2013 – March 2014)

S/N	Date	Activities	No. of participants
1	8 - 30 Jun 13	SAFRA Frasers Rewards Sprint Kids 2013	1,270
2	1 Sep 13	SAFRA Singapore Bay Run & Army Half Marathon 2013 - 800m Father & Child Challenge - DFL activities at the Carnival	26,000
3	6 Oct 13	SAFRA Swim For Hope 2013	402
4	26 Oct 13	SAFRA Fright Nite 2013	163
5	27 Oct 13	It's Pumpkin Time @ SAFRA Toa Payoh	694
6	9 Nov 13	SAFRA Football Fiesta 2013	532
7	16 - 17 Nov 13	Open House @ SAFRA Mount Faber	9,243
8	16 - 24 Nov 13	SAFRA Toy World Expo 2013	8,000
9	30 Nov 13	Fun Learn & Play @ SAFRA Toa Payoh	8,884
10	12 Jan 14	SAFRA AVventura 2014	406
11	15 Mar 14	Carvivor Rally 2014	1,531
12	15 - 16 Mar 14	SAFRA Jurong Open House 2014	11,200
13	16 Mar 14	SAFRA Day Out 2013	1,505
14	Various dates	Fathers @ School Programme	422
		Total:	70,252

A total of 12 family bonding activities were selected this year as part of SAFRA's ongoing partnership with Families for Life. These are listed below.

List of Families for Life Activities (May 2014 – March 2015)

S/N	Date	Activities	Description
1	9 May 14	SAFRA Member's Night @ SAFRA Yishun: Mother's Day Special	It was a special day of treats for mothers and lots of bonding for the whole family with workshops on sandwich-making and fun-filled quizzes to test the kids on how much they knew about mom.

2	7 - 15 Jun 14 Finals on Father's Day	SAFRA Sprint Kids Xtreme 2014	Organised by SAFRA Jurong, the fifth edition of SAFRA Sprint Kids returned with a new concept to find the fastest kid in Singapore. For the first time, the event featured a series of relays with various challenges. In addition to the individual boys/ girls and Parent & Child categories, a new "Family Four Fun" category was also be introduced in celebration of Father's Day to create more opportunities for family bonding.
3	7 - 15 Jun 14 Finals on Father's Day	SAFRA Lil' Stars 2014	Organised by SAFRA Toa Payoh, the second edition of SAFRA Lil' Stars continued to provide a platform for NSmen's children to showcase their talents in various stage performances, while encouraging parents to be part of their child's journey of self-discovery. In celebration of Father's Day, a new family category was also introduced to create more opportunities for family bonding.
4	15 Jun 14 Father's Day	SAFRA Water Football Challenge <i>(Part of SAFRA Football Fiesta 2014 series)</i>	This is a special event introduced in celebration of Father's Day. Father-and-child teams will pair up for a game of football played on water futsal pitches. Fathers will don bloop balls and attempt to goal-keep while the kids try to outwit each other to score goals. On the sidelines, there will also be Foosball challenges where fathers and kids can pair up to compete or play together.
5	31 Aug 14	SAFRA Singapore Bay Run & Army Half Marathon 2014 - 800m Father & Child Challenge - SAFRA 5km Fun Run - FFL activities at the Carnival	Jointly organised by SAFRA and the Army, the 23 rd edition of the SSBR & AHM will continue to feature the 21km AHM, SAFRA 10km Race, SAFRA 5km Fun Run and an 800m Father & Child Challenge. There will also be FFL activities at the Carnival. More details will be released at a later date on the key activity and programme highlights.
6	Sep 14	Edutainment Carnival	NSmen and their families will be able to enjoy a host of fun-filled learning activities and games at this event organised by SAFRA Toa Payoh.

7	Nov 14	SAFRA Toy World Expo 2014	Organised by SAFRA Jurong, the event will bring major toy distributors under one roof and showcase the latest products and collectables. It will be an ideal opportunity for NSmen and their families to play and check out the latest toys for their Christmas shopping.
8	15 - 16 Nov 14	SAFRA Mount Faber Open House	NSmen and their families will be treated to a host of fun-filled activities, games and sports challenges.
9	29 Nov 14	Christmas Light Up Ceremony @ SAFRA clubs	The event will encourage NSmen and their families to come together to bond during this season of giving. It will feature the light-up of the Christmas tree and a host of celebrative activities.
10	Jan 15	SAFRA AVventura 2015	Organised by SAFRA Yishun, the 9 th edition of SAFRA AVventura will foster teamwork among adventure racers as their endurance is put to the test along a grueling race route. There will also be a category to encourage bonding among NSmen and families through fun-filled mystery and obstacle challenges.
11	Mar 15	SAFRA Day Out 2015	The event will bring NSmen and their families to yet another of Singapore's popular attractions for a day of fun-filled activities.
12	Various dates	Fathers @ School Programmes	Organised by the SAFRA Adventure Sports Centre, this programme features a variety of experiential bonding activities such as nature walks, bowling, laser tag, archery tag, car washing, music and dance, and adventure challenges such as Tree Top Canopy Walk, sport climbing and abseiling.

FATHER'S DAY CELEBRATORY EVENTS AT SAFRA CLUBS FACT SHEET

SAFRA Sprint Kids Xtreme 2014

7 Jun – 15 Jun

SAFRA Jurong

Background

Organised by SAFRA Jurong, SAFRA Sprint Kids is an annual event aimed at strengthening bonds among NSmen and their families.

SAFRA Sprint Kids made its debut in 2010, where more than 1,320 kids competed at Jurong Point Shopping Centre on a specially designed 30m running track. In 2011, the Dads for Life Hand-in-Hand Sprint category was introduced for the very first time as part of SAFRA's partnership with Dads for Life to promote father and child bonding. Held again at Jurong Point Shopping Centre, the event garnered a total of 1,234 participants, including 279 father and child pairs.

In 2012, the event held at Parkway Parade drew 1,927 participants. The Dads for Life Hand-in-Hand Sprint category drew 560 father-and-child pairs, twice the number as compared to the previous year. In 2013, SAFRA Sprint Kids welcomed Frasers Rewards as its title sponsor and was held across four Fraser Centerpoint Malls island-wide to reach out to NSmen and their families living in the heartlands. The event attracted a record 2,344 participants.

This year, the concept of the whole event has been refreshed to feature a relay-style race with a series of challenges to increase the fun and bonding factor.

Categories

Competitive Categories	Criteria	Description	Prizes
Red Ants (Boys/ Girls)	For kids 6 to 7 years old	Heats (7 – 8 Jun) <ul style="list-style-type: none"> 15m dash Cup stacking challenge 	1 st prize: \$1,000 worth of cash & prizes
White Spider (Boys/ Girls)	For kids 8 to 9 years old	Semi-finals (14 Jun) & Finals (15 Jun) <ul style="list-style-type: none"> 15m dash Cup stacking challenge Xtreme Challenge at Kidz Amaze Indoor Playground 	2 nd prize: \$800 worth of cash & prizes
Yellow Bumblebee (Boys/ Girls)	For kids 10 to 12 years old		3 rd prize: \$500 worth of cash & prizes
Family 'Four' Fun Race	To consist of 2 adults + 2	Held only on 15 Jun <ul style="list-style-type: none"> Relay race of 30m dash 	Finalists: \$50 1 st prize: Star Cruise Package

	children 6 to 12 years old.	<ul style="list-style-type: none"> • Cup stacking challenge • Kick football into goal post 	(worth \$4,100) 2 nd prize: \$800 worth of cash & prizes 3 rd prize: \$600 worth of cash & prizes
Non-Competitive Categories	Criteria	Description	Prizes
Parent & Child	To consist of 1 parent and 1 child	Ongoing (7, 8 and 14 Jun) <ul style="list-style-type: none"> • Parent and child run hand-in-hand + cup stacking challenge 	Nil

The top five participants of the competitive Red Ants, White Spider and Yellow Bumblebee categories, plus the participants of the Family 'Four' Fun Race, competed in the finals on Father's Day.

Participation

Competitive Categories	No. of Participants
Red Ants (Boys/ Girls)	216 participants
White Spider (Boys/ Girls)	
Yellow Bumblebee (Boys/ Girls)	
Family 'Four' Fun Race	7 teams or 28 participants
Non-Competitive Categories	
Parent & Child	71 pairs or 142 participants

SAFRA Water Football Challenge

15 Jun, 10am to 2pm

SAFRA Tampines

Background

Organised by SAFRA Tampines, the SAFRA Water Football Challenge was introduced this year as a special Father's Day celebration activity. Father-and-child teams will pair up for a game of football played on water futsal pitches. Fathers will don bloop balls and attempt to goal-keep while the kids try to outwit each other to score goals. On the sidelines, NSmen and their families also engage in Foosball challenges where fathers and their kids paired up to compete or play together. More than 100 NSmen and their families participated in the event.

SAFRA Lil' Stars 2014

7 Jun – 15 Jun

SAFRA Toa Payoh

Background

Organised by SAFRA Toa Payoh, SAFRA Lil' Stars was introduced last year to provide a platform for NSmen's children to showcase their talents in various stage performances, while encouraging parents to be part of their child's journey of self-discovery. A total of 80 kids aged 3 to 12 years old participated in the inaugural event which featured two categories – Solo and Group.

This year, a new Family category was also introduced as part of this year's Father's Day special to encourage parents to compete together with their children. Families of the Junior Solo, Solo and Group category participants also turned up in full force to support their kids at the finals held on Father's Day. Fringe activities such as "My Superstar Daddy" instant photo prints, stage performances and a special magic show provided much entertainment to NSmen and their families.

Categories	Criteria	Prizes
Junior Solo	For kids 3 to 6 years old	Champion: \$300 Cash + Prizes worth \$300 1 st Runner Up: \$200 Cash + Prizes worth \$200 2 nd Runner Up: \$100 Cash + Prizes worth \$100
Solo	For kids 7 to 12 years old	Champion: \$300 Cash + Prizes worth \$300 1 st Runner Up: \$200 Cash + Prizes worth \$200 2 nd Runner Up: \$100 Cash + Prizes worth \$100
Group	For kids 3 to 12 years old	Champion: \$500 Cash + Prizes worth \$300 1 st Runner Up: \$400 Cash + Prizes worth \$200 2 nd Runner Up: \$300 Cash + Prizes worth \$100
Family	To consist minimum 1 parent and 1 child	Champion: \$300 Cash + Bosch Home Professional Bagged Vacuum Cleaner (worth \$599) 1 st Runner Up: \$200 Cash + Bosch Compact Kitchen Machine (worth \$439) 2 nd Runner Up: \$100 Cash + Bosch Styline Food Processor (worth \$349)

The top 10 finalists for the Junior Solo category, the top 15 finalists from the Solo category, and all participants of the Group and Family categories competed at the finals held on Father's Day.

Participation

Categories	No. of Participants
Junior Solo	23 pax
Solo	35 pax
Group	13 teams or 60 pax
Family	10 teams or 35 pax