

27 October 2012

MEDIA RELEASE

To: News Editors

SAFRA'S LARGEST, NEWEST CLUB ATTRACTED OVER 10,000 NSMEN AND FAMILIES ON OPENING DAY

The new SAFRA Toa Payoh opened its doors today, Saturday, 27 October, marking its re-opening with a two-day Open House to give NSmen and their families the opportunity to be one of the firsts to experience the brand new club.

It was a day of fun and learning for over 10,000 NSmen and their families at the new SAFRA Toa Payoh Open House today, where they were treated to pool activities such as Zorball Challenge, stage performances, parenting talks and free art and crafts workshops for children. They were also given complimentary usage of the club's new facilities, such the Kidz Amaze Indoor Playground and swimming pools, during the Open House.

Mr Lim Chong Lee, Club Manager, SAFRA Toa Payoh commented: "As a club that offers One Stop Learning, Non-Stop Fun, the Open House provided a good opportunity for NSmen to try out the club's new enrichment, F&B and entertainment offerings. We hope by organising family-centric activities, NSmen and their families had a great time bonding through the various fun and enriching activities that were specially organised for them."

As part of the Open House promotions, SAFRA Toa Payoh gave away \$5,000 worth of prizes to NSmen and their families through its various activities and contests over the two-day event. Participants were encouraged to capture their candid moments while exploring the new club and submit their favourite photo to the Snap(ography) Photo Contest. The most creative submission walked away with \$100 worth of prizes.

The first day of the Open House also saw a new Singapore record being set at the inaugural Baby Crawling Contest organised by Gymnademics, one of the enrichment centres in SAFRA Toa Payoh. Held this morning, the winner of the contest was crowned as Singapore's fastest crawling baby in the Singapore Book of Records and won prizes worth more than \$1,000. For more information on the Baby Crawling Contest, please see Annex B.

NSmen and their families are welcome to explore and experience the new SAFRA Toa Payoh on the second day of the Open House tomorrow, Sunday, 28 October. For NSmen who are keen to sign up for SAFRA membership, SAFRA is offering a 40 percent off its membership fees at the SAFRA Toa Payoh Open House. SAFRA members can also sign up for dependent membership for their family members at only \$4 per year.

Positioned as an Edutainment Hub, the new SAFRA Toa Payoh, which is three times its former size, offers a host of distinctive enrichment, F&B and entertainment facilities and services to NSmen living in central Singapore. Consisting of four storeys and occupying a gross floor area of 24,223 square metres, the new SAFRA Toa Payoh is the largest club in SAFRA's current network of five clubs.

SAFRA Toa Payoh was the first permanent club built in 1975 for bonding NSmen and for meeting their recreational needs. It was closed for redevelopment in 2010. The

redevelopment of SAFRA Toa Payoh was a recommendation by the Fourth Committee to Recognise the Contributions of Operationally Ready NSmen to Total Defence (RECORD IV) in 2006.

Annexes

Annex A – About SAFRA Toa Payoh

Annex B – Gymnastics' Baby Crawling Contest

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 200,000 members and their families.

Issued by the Communications & Public Relations Division, SAFRA National Service Association.

NEW SAFRA TOA PAYOH FACTSHEET

Address

SAFRA Toa Payoh
293 Lorong 6 Toa Payoh
Singapore 319387

Background of SAFRA Toa Payoh

SAFRA Toa Payoh was SAFRA's first permanent club opened on 19 February 1975 by then Prime Minister Lee Kuan Yew.

SAFRA Toa Payoh underwent a series of transformations in the last three decades. In 1984, SAFRA Toa Payoh underwent its first renovation at a cost of \$600,000 to refresh its outlook, expand facilities such as its canteen, practice rooms and walkways, as well as computerise certain administrative procedures such as the booking of facilities. The club underwent a second extensive renovation in 1990 which saw the addition of the main building, swimming pool and upgrades to the multi-purpose hall at a cost of another \$4 million. Subsequently, in 1996, an Annex housing a mega gym, now known as EnergyOne, was opened for members to work out and keep fit.

Following the recommendation by the Fourth Committee to Recognise the Contributions of Operationally Ready NSmen to Total Defence (RECORD IV) in 2006, SAFRA Toa Payoh was closed for redevelopment in July 2010. SAFRA Toa Payoh, SAFRA's very first permanent club, underwent reconstruction to almost triple its former size.

Consisting of four storeys and occupying a gross floor area of 24,223 square meters, the new SAFRA Toa Payoh has become the largest among SAFRA's current network of five clubs.

SAFRA Toa Payoh Development Committee

The Development Committee of SAFRA Toa Payoh is steered by a committee chaired by Mr Johnny Tan and comprising eight NSman volunteers and staff.

Chairman	Mr Johnny Tan Cheng Hye, PBM
Vice-Chairman	Mr Chong Siak Yen, Gerald
Secretary	Ms Christine Pang
Member	Mr Hoong Bee Lok
Member	Mr Joe Tan Yong Chiang
Member	CPT (NS) Khoo Sze Boon
Member	2WO (VOL) Thenagaran Subramaniam
Member	MAJ (NS) Ridzuan Bin Ismail
Co-Opted Member	MAJ (NS) Yong Yia Chil Alvin

Key Statistics

Land Size : 2.47 hectare

S/N	Items	Old Club	New Club
1	GFA	8,701 m2	24,223 m2
2	Floors	3	4
3	Patronage	Average of 40,000 per month	Average of 100,000 per month (projected)
FACILITIES			
1	Multi Purpose Hall	3 Badminton courts	3 Badminton courts
2	Seminar Rooms	7 seminar and function rooms	4,520 sqft - Option to partitioned into 6 room
3	Swimming Pools	1 wadding pool 1 small free- form pool	- 6-lane 50m lap pool - Training pool - Interactive pool
4	Squash Courts	3 (including 1 in EnergyOne)	2
5	EnergyOne	12,000 sqft	16,000 sqft
6	The Winners Circle	About 2,200 sq ft	3,358 sqft
7	Games Room	0	3
8	BBQ Pits	2	2
VENDORS			
1	Enrichment	4 <ul style="list-style-type: none">• Eduplus Language Centre• Kinderland• CMA Mental Arithmetic Centre• Ed-loong Table Tennis Academy	7 <ul style="list-style-type: none">• The Fins Swim School• Gymnademics• Kids Amaze• Medley Music• NurtureStars• One Learning Space• Z Fencing
2	F&B	2 <ul style="list-style-type: none">• Mouth Restaurant• D' Coffee Zone Cafe	8 <ul style="list-style-type: none">• Astons Specialities• Restaurant Hoshigaoka• Kkongdon Barbeque• McDonald's• New Zealand Natural Premium Ice Cream• Tim Palace• Toast Box• Beer Alley
3	Entertainment	3	3

		<ul style="list-style-type: none"> • B Box KTV • Billiard Centre • Cybergaming 	<ul style="list-style-type: none"> • SuperBowl • Lagoon Billiard Room • Karaoke Facility (TBC)
4	Others	<ul style="list-style-type: none"> • Sports Shop • SAF Veteran League Lounge • Rock wall 	<ul style="list-style-type: none"> • SAF Veteran League's Lounge • No rock wall

Design Intent and Concept

The Design Intent of the new club is to affirm SAFRA Toa Payoh Club as an Edutainment Flagship, with the theme, 'One Stop Learning, Non-stop Fun'. The club will instill a Fun, Interactive, Safe and Family-Oriented Environment, targeting NSmen and their families with education and entertainment needs.

The design concept includes:

a) The main entrance to the new SAFRA Toa Payoh Club is designed as a beacon – one that provides a memorable image to the new club. Shaped as an ellipse and inspired by elements of nature, it is a powerful marker by day and a glowing lantern by night.

b) Organising the programmatic elements and acting as a focus for the club are the pools. Framing the pool area is a feature wall that extends out to the main entrance plaza. Visual connection is created between the main entrance plaza and the pool area.

c) An organic glass form housing the gym hovers above the pool area and sweeps across part of the feature wall in a dramatic way.

d) A screen of rhythmic expression and varying transparency wraps the building and defines the edge with the expressway and its slip road. Projections such as roof terraces and framed spaces add to the rhythm created in the screen.

Facilities

	Recreation	F&B	Enrichment
SAFRA Toa Payoh Facilities	EnergyOne (16,070 sqft)	Astons Specialties (3,174 sqft)	Dance Studio (2,088 sqft)
	Lagoon Billiard (5,921 sqft)	Beer Alley @ SuperBowl (1,260 sqft)	Gymnademics (2,178 sqft)
	Multi-Purpose Hall (6,590 sqft) - 3 Badminton courts	Kkongdon Barbeque (1,509 sqft)	Kids Amaze Indoor Playground (12,700 sqft)
	Squash court x 2 (1,500 sqft)	McDonald's (4,273 sqft)	Medley Music School (2,178 sqft)
	SuperBowl (19,418 sqft)	New Zealand Natural (829 sqft)	NurtureStars Child Care Centre (7,748 sqft)
	Swimming Pool (32,302 sqft) - 6-lane 50m lap pool - Training pool - Waterplay Feature pool	Restaurant Hoshigaoka (1,700 sqft)	One Learning Space Education Centre (2,178 sqft)
	The Winners' Circle (3,358 sqft)	Tim Palace (13,226 sqft)	The Fins Swim School (325 sqft)
	Games Rooms x 3 (775 sqft)	Toast Box (2,107 sqft)	Z Fencing (6,418 sqft)
	BBQ Pits x 2 (1,600 sqft)		Seminar Rooms (4,520 sqft) - Option to partitioned into 6 room
			4 th Enrichment Centre (3,037 sqft)



PHOTO RELEASE

CROWNING OF SINGAPORE'S FASTEST CRAWLING BABY
34 BABIES COMPETE TO ENTER THE SINGAPORE BOOK OF RECORDS



Stanley Sim, 11 months old, crowned as Singapore's Fastest Crawling Baby at Gymnademix Baby Crawling Competition at SAFRA Toa Payoh Open House.

27th October 2012, Singapore – 8 seconds was all it took for Singapore's Fastest Crawling Baby to travel a distance of 2.4 metres! Stanley Sim Ping Han, 13 months old, was crowned the winner at the Baby Crawling Contest which was organised by Gymnademix enrichment centre in conjunction with SAFRA Toa Payoh's Open House this morning.

The Baby Crawling Contest saw 34 babies from the ages of six to twelve months on their fours competing for the title of Singapore's Fastest Crawling Baby in the Singapore Book of Records. Only babies who have yet to master the skill of walking were eligible to participate in this contest. The Principal of Gymnademix, Selene Diong said, "We wanted to provide a fun and enriching platform where parents can actively participate and embrace this important phase in their child's development. With the overwhelming response received, we are looking forward to making this an annual event for aspiring young tots to participate in."



About Gymnademics

Gymnademics is the first and only gym in Singapore affiliated with The Institutes for the Achievement of Human Potential ("IAHP") in Philadelphia, U.S.A and endorsed by world renowned early childhood professional, Glenn Doman. The centre's programme curriculum is based on years of intensive research that is aimed at bringing out the best in young children, intellectually, physically and socially through purposeful play. For more information, kindly visit www.gymnademics.com.

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