



Annex B

My Family Weekend - Celebrating Families Together An Initiative by Families for Life 31 August – 3 September 2017

- The inaugural My Family Weekend is an annual national movement initiated by the Families for Life (FFL) Council to create a special weekend dedicated for families, immediate and extended, to spend quality time together and take time to talk to each other and bond.
- Themed “Celebrating Families Together”, My Family Weekend is organised with the support of the Ministry of Social and Family Development (MSF).
- My Family Weekend will take place from 31 August, Thursday to 3 September, Sunday this year as it incorporates the Hari Raya Haji public holiday on 1 September 2017, Friday.
- From next year, My Family Weekend will be celebrated from the Teachers’ Day school holiday in end August or early September where students in pre-schools and up to junior college will have a day off from school.
- The Council has engaged various stakeholders including Government agencies, employers and community partners to support the Council’s mission and effort to encourage a more family-friendly environment in Singapore.

Support from Employers & Community Partners

- Employers are encouraged to engage employees and their families through various family-friendly workplace initiatives and options on 31 August, Thursday in view of the Teachers’ Day school holiday. These include allowing staff to telecommute, organising a Bring Your Family to Work Day or having company’s Family Day on 31 August to enable individuals to spend more time with their families.
(Please refer to the Appendix I for list of supporting partners and participating employers)
- Corporate and community partners play a critical role in enabling a family-friendly Singapore society and culture. To celebrate My Family Weekend, families can look forward to a diverse line-up of fun family-friendly activities, educational workshops, and entertaining performances specially curated for families and the extended families.
- Refer to the full list of events organised on the FFL official website at familiesforlife.sg



My Family Weekend Signature Events

My Family Weekend Edition FFL Picnic *2 September 2017, Bishan-Ang Mo Kio Park*

- FFL promises an afternoon and evening of engaging activities for family members of all ages at My Family Weekend's Special Edition Family Picnic on 2 September 2017.
- Families can gather with their immediate and extended family members and bond over music performances, a movie screening under the stars, and exciting new activities such as a Family Outdoor Shoot, a Families for Life "Mama Shop" where families can use money earned from games to redeem old school treats, and many more.
- Participating families can also look out for the signature FFL Mobile Café to receive complimentary snacks and beverages.
 - **Date:** Saturday, 2 September 2017
 - **Time:** 5:00pm – 9:30pm
 - **Venue:** Bishan- Ang Mo Kio Park Ficus Green
 - **Programme Charge:** Free (excluding purchase of food and beverage on location)

My Family Fiesta – Making Singapore a Great Place for Families *3 Sep 2017, SAFRA Punggol*

- Looking for something fun to do with your family over the long weekend in September? My Family Fiesta will feature an exciting line-up of activities for the young and young-at-heart – with activities ranging from the SAFRA Punggol Diaper Dash, to a heart-pumping Zumba session!
- There will also be bouncy castles and painting activities to keep your kids entertained. Families can also try their hand at bowling or belt your hearts out during a karaoke session. So mark your calendars! Bring your family to SAFRA Punggol and join us in Making Singapore a Great Place for Families!
- My Family Fiesta is jointly organised by Heybaby and SAFRA Punggol, in celebration of My Family Weekend.
 - **Date:** Sunday, 3 September 2017
 - **Time:** 10:00am – 6:00pm
 - **Venue:** SAFRA Punggol
 - **Website:** <http://heybaby.sg/familyfiesta>



Appendix I

List of Supporting Partners (As of 7 Aug 2017)

Listed in alphabetical order

Organisations with family-friendly initiatives for employees on 31 Aug

- 3E Accounting Pte Ltd
- Al-Iman Mosque
- Aspen Resources Pte Ltd
- Biz Square Pte Ltd
- Business Connectivity Pte Ltd
- Daughters Of Tomorrow Limited
- DDB Asia, Singapore
- Embraer Asia Pacific Pte Ltd
- EzWorld Pte Ltd
- i Click Media Pte Ltd
- Inclusion Therapy Pte. Ltd.
- Informatics Education Ltd
- Kino Biotech Pte Ltd
- Lions Befrienders
- Masjid Assyakirin
- National University Health Services Group
- No Deviation Pte Ltd
- Oversea-Chinese Banking Corporation Limited
- Sin Mian Pte Ltd
- Sun and Earth Pte Ltd (D'Kranji Farm Resort)
- Thye Hua Kwan
- Touch Community Services Limited

Corporate & Community Partners

- eXplorerkid
- Care Corner Singapore Ltd (Children Services Group)
- Centre for Fathering
- Chinese Development Assistance Council
- Fei Yue Community Services
- Heybaby
- Morning Star Community Services
- SAFRA
- Society of Sheng Hong Welfare Services
- The Esplanade Co. Ltd.



Government Agencies in Support of My Family Weekend

- Agri-Food & Veterinary Authority of Singapore
- Building and Construction Authority
- Civil Service College
- Corrupt Practices Investigation Bureau
- Energy Market Authority
- Health Promotion Board
- Infocomm Media Development Authority of Singapore
- Intellectual Property Office of Singapore
- International Enterprise Singapore
- Land Transport Authority
- Ministry of Communications and Information
- Ministry of Education
- Ministry of Finance
- Ministry of Health
- Ministry of Law
- Ministry of Manpower
- Ministry of Social and Family Development
- Ministry of the Environment and Water Resources
- Ministry of Trade and Industry
- Ministry of Transport
- National Arts Council
- National Council of Social Service
- National Environment Agency
- National Library Board
- National Parks Board
- National Population and Talent Division, Strategy Group, Prime Minister's Office
- People's Association
- Science Centre Board
- Sentosa Development Corporation
- Singapore Land Authority
- SkillsFuture Singapore
- Temasek Polytechnic
- Tote Board
- Workforce Singapore

For the full list of calendar of events held in celebration of My Family Weekend, please visit <http://bit.ly/MyFamilyWeekend2017>