

Celebrating *Fathers*

JOINTLY ORGANISED BY

IN SUPPORT OF



Centre for
FATHERING

#DADs
for Life



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Celebrating Fathers 2020 Goes Online

Singapore, June 15, 2020 - In light of the COVID-19 situation in Singapore, the Celebrating Fathers movement will take place entirely online - featuring a campaign to appreciate Dads for everything they are doing for their families and our community, especially how they engage their children and help them thrive in this challenging season.

Themed *Voices of Children*, Celebrating Fathers 2020 will encourage children to show appreciation to Dads as they continue to do all the things that matter for their families and our community. The campaign aims to encourage fathers through the voices of their children, and with support from their spouses, to be the best father and husband they can be.

As a show of appreciation for Dads, Mums and children will be invited to contribute messages, photos or videos with a Father's Day message for Dads on Instagram with hashtag #THANKYODADSG2020. The first 2000 submissions will receive a Celebrating Fathers Family Pack in return. The Celebrating Fathers Family Pack contains exclusive items including materials for the Design A Tee for Dad contest with prizes up to \$200 to be won. This year's campaign will run from June 8 to July 11.

Initiated in 2016, the Celebrating Fathers movement seeks to raise awareness of the importance of active fathering with a line-up of exciting activities celebrating Father's Day each year. The Celebrating Fathers 2020 campaign is jointly organised by Centre for Fathering, DADs for Life, Families for Life and Mediacorp, in support of Made for Families.

"Celebrating Fathers is also a platform to highlight a father's influence and his contributions to his home, community and society during this pandemic season. In addition to protecting and providing for their families, many fathers are more engaged with shared parenting in the home, through greater involvement in household chores and the children's home-based learning. Regardless of the circumstances faced by every family, Dads are seizing every teachable moment to help their children learn about resilience in adverse situations. We want all families to have the opportunity to appreciate and celebrate Dad's contributions this Father's Day," said Bryan Tan, CEO, Centre for Fathering and DADs for Life.

Mr Parminder Singh, Chief Commercial and Digital Officer, Mediacorp, said, “We are very happy to partner Centre for Fathering, DADs For Life and Families For Life, in support of Made for Families to spotlight fatherhood through one of the best ways – the voices of children! This year, we encourage kids to take the initiative in showing love for their fathers in appreciation of the myriad roles they play in supporting and building strong families. As we bring an array of exciting and engaging online activities in the Celebrating Fathers campaign, we hope these can also foster more invaluable parent-child bonding sessions and create precious memories for the family.”

Said Families for Life (FFL) Chairman, Mr Ishak Ismail, “Celebrating Fathers is an excellent way within the constraints of the COVID-19 pandemic to continue to acknowledge the crucial role fathers play within the family. With fathers working from home, they also are now more involved in their children’s lives. Let us now, more than ever, choose family time and make this a truly special Father’s Day.”

A Day With Dad

A Day With Dad will be one of the main highlights of Celebrating Fathers 2020. It will feature a series of online father-child bonding activities on Facebook conducted by Centre for Fathering and several partners. These include cooking adventures by a DADs for Life volunteer; craft sessions where fathers and children can create a faux stained glass, a disco ball that reflects light and a robotic arm as well as a music and movement workshop with instruments made of things you find at home! The online sessions will take place on the DADs for Life Facebook page: fb.com/dadsforlife.

Dad’s Promise

This Father’s Day, fathers from all over Singapore will pledge to be the best father they can be to their children with the Dad’s Promise pledge. To seal their promises, fathers will be invited to contribute videos of themselves reciting the pledge, signing a pledge form or posting the pledge on social media.

Visit www.celebratingfathers.sg for more details on Celebrating Fathers.

Media Contacts

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About Centre for Fathering and DADs for Life

Centre for Fathering (CFF) is a non-profit organisation founded in 2000 to promote active and involved fathering and address issues caused by fatherlessness in Singapore. The organisation aims to turn the hearts of children towards their fathers by empowering more fathers to be better role models and an enduring inspiration to their children.

Since 2015, CFF has been the driving force behind Singapore’s nation-wide fathering movement - DADs for Life which seeks to inspire and mobilise fathers to become more involved with and a good influence to their children... for life. Under the DADs for Life umbrella are initiatives such as DADs@School, Back to School with DAD, Eat With Your Family Day and Celebrating Fathers – to encourage fathers to spend time with their families and create a culture that promotes active fathering.

For more information about the Centre for Fathering and DADs for Life, please go to www.fathers.com.sg.

CFF is Made For Families

CFF is proud to be part of the ecosystem supporting families in Singapore, and identify ourselves as an organisation that is Made For Families.

Made For Families represents the different ways – big and small – in which families are at the heart of what everyone in Singapore does, and what Singapore is about. Together, we can foster a society that is Made For Families, by laying a foundation of support, including having family-friendly spaces and workplaces, products and services, and family-bonding events and activities.

More information about Made For Families will be made available on go.gov.sg/MadeForFamilies soon.

Annex A

A Day With Dad

June 21, 2020, 9am to 330pm

Programmes on [fb.com/dadsforlife](https://www.facebook.com/dadsforlife)

Time	Activity
9am to 9.05am	Opening Address Welcome by Richard Hoon, Chairman, Centre for Fathering and DADs for Life
9.10am to 9.25am	DIY Stained "Glass" Craft by Preschool Market Create a faux stained glass using materials found at home. Hang the creation at your window and see a beautiful stream of colours as light passes through. For fathers and children 3 to 10 years old Materials required: Coloured plastic bags or cellophane paper; wax paper or clear plastic bags; coloured paper (black or dark coloured); ruler; pencil; scissors; glue; ribbon and hole puncher
10am to 10.30am	Music & Movement with Dad by Our Music Studio Bond over a percussion play and movement session with home-made instruments or things you have at home! For fathers and children 4 months to 6 years old Materials required: Containers or boxes; ladles; home-made bottle shakers or maracas; scarf or hand towel
11am to 11.30am	Cooking With Dad DADs for Life volunteer, Mohamed Jamaluddin Abdullah shares his love for cooking and how he and his children have enjoyed cooking and baking together during this circuit breaker season. For the whole family
12pm to 12.30pm	When Dads Meet Listen in as fathers share about the importance of fathers supporting each other in Father Groups. Join these fathers to recite the Dad's Promise and pledge to be the best father you can be to your family! For fathers only
1pm to 1.30pm	Old-School Cardboard Robotic Arm by Playeum Using everyday items, fathers and children can mechanise our anatomy particularly our arms.

	<p>For fathers and children 6 to12 years old</p> <p>Materials required: Cardboard box; strings; straws; masking/fabric tape or glue gun</p>
2pm to 2.30pm	<p>DIY Disco Ball by Terra Minds Science and Robotics</p> <p>Create a reflective ball with your child and learn about light reflection. Have a family dance with the disco ball!</p> <p>For fathers and children 4 to 12 years old</p> <p>Materials required: Toy ball (not more than 10cm) or disposable containers like a bowl; aluminum foil; glue stick; scissors; 20cm string and torchlight</p>
3pm to 3.30pm	<p>Discover Magic Workshop's Special Look by Acel Academy of Magic</p> <p>Engage in two mini magic challenges and be treated to performances by magician trainer Nigel Lew.</p> <p>For fathers and children 7 to12 years old</p> <p>Materials required: An empty toilet paper roll; A4 sized paper; scissors and tape</p>