



## **Celebrating Fathers 2023 to honour fathers at all life stages**

### ***Over 7,000 fathers to receive a Father's Day surprise from their children***

Singapore, 13 June 2023 – A father's role is ever evolving. As their children grow, fathers are constantly adapting to them, learning how to nurture them and be there for them at every stage of their lives. This June, Celebrating Fathers commemorates the lifelong journey of fatherhood and honours all fathers - from new dads to dads of adult children and even grandfathers!

Into its eighth year, Celebrating Fathers 2023 is themed "Honouring Fathers Through The Generations" and aims to recognise and encourage dads in their fathering journey.

Celebrating Fathers 2023, which runs from 3 June to 2 July 2023, is jointly organised by Centre for Fathering (CFF), DADs for Life (DFL), MUMs for Life, Families for Life and Mediacorp, in support of National Family Week and Made For Families. First launched in 2016, the annual Celebrating Fathers campaign is a nation-wide initiative that aims to recognise the efforts and contributions of Singapore's dads.

### **Malay Muslim Fathers Honoured**

In conjunction with Celebrating Fathers, over 7,000 children from 39 madrasahs and mosques are honouring their fathers through handwritten Father's Day cards provided by CFF and Bapa Sepanjang Hayat (DFL for the Malay Muslim community).

The cards will be sent by post to their Dads so that they can be pleasantly surprised during Father's Day. Last year, CFF and Bapa Sepanjang Hayat organised a similar activity for 1,000 students. The meaningful initiative was expanded to reach even more fathers and children this year as it was well received.

"Once a father, always a father. No matter which stage we are in our fathering journey, we should cherish every moment with our children. No matter how old they are, our children will look to us for support, affirmation and encouragement," said Mr Bryan Tan, CEO, Centre for Fathering, DADs for Life and MUMs for Life. "Fathers at different life stages have much to learn from each other and older fathers can pass on their experiences to their sons and other younger fathers. This year's Celebrating Fathers is a reminder that the generational bond between grandfathers, fathers and children lasts a lifetime."

"The theme of Celebrating Fathers 2023 is a poignant reminder for us to honour and show appreciation for the father figures in our lives, regardless of our life stages. Strong

intergenerational bonds within the family demonstrates values such as love and respect, from fathers to their children and vice versa. The Father Day's card writing activity initiative by CFF and Bapa Sepanjang Hayat is a simple but meaningful way of putting love into action, or in this case, words as well! I encourage families to say "yes" to family time and participate in the National Family Week activities during the June school holidays," added Mr Ishak Ismail, Families for Life Council Chairman.

"Mediacorp is once again excited to work with our partners to honour fathers through Celebrating Fathers 2023," said Mr Parminder Singh, Chief Commercial and Digital Officer, Mediacorp. "Through this campaign, we aim to leverage our star power and strengths in storytelling to shine a well-deserved spotlight on fathers and the immeasurable impact they have on our lives. We hope that all dads and their families will have a wonderful time bonding over the many activities and events this year!"

### **Family Fun at Dad's Day Out 2023**

To be held on 18 June 2023 at OCBC Square, Dad's Day Out 2023 will be the key highlight and culminating point of the Celebrating Fathers series of activities this year.

A day of family fun awaits fathers, grandfathers and their families. This year's activities are specially curated to reflect the favourite activities of the three generations in our midst – from trishaw rides, giant jenga, giant pick-up sticks, three-legged races, bouncy castle to video console games. Families can also share the values they hope to pass down the generations and leave words of encouragement for fathers at the Family Tree.

Families at the event are also encouraged to honour the fathers in their midst by presenting them with a commemorative DADs for Life Prepaid NETS card – a reminder that fatherhood is for life! Up to 2000 families who register ahead of time will receive an exclusive Celebrating Fathers goodie bag.

### **Line Up of Events**

The Celebrating Fathers events are part of the National Family Week (NFW) celebrations from 3 to 11 June 2023 led by Families for Life Council. NFW 2023 presents a line-up of exciting programmes and activities islandwide for families of all ages. Spread over 30 constituencies, 20 SportSG centres and 6 NFW locations, highlights include games, crafts, ActiveSG's "GameOn Nila! – Our Family Trial", inclusive sport activities, Family Picnic, Becky Bunny bouncy castles and many other NFW activities.

On 10 and 11 June 2023, the DADs for Life Cup took place at the Yishun Futsal Court and Open Field. Eighteen teams made up of veteran players, youths and other players joined in for a chance to clinch the winning titles. The event is organised by Impart Singapore, a non-profit organisation dedicated to transforming Singaporean youths, in support of Singapore's DADs for Life movement.

Visit [www.celebratingfathers.sg](http://www.celebratingfathers.sg) for more details on Celebrating Fathers and <https://go.gov.sg/nationalfamilyweek-2023> for more information on NFW 2023.

### **Media Contact**

Michele Soon

Contact: 97606561

Email: [michelesoon@fathers.com.sg](mailto:michelesoon@fathers.com.sg)

## **About Centre for Fathering, DADs for Life and MUMs 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 for 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.

Under the Dads for Life umbrella are initiatives such as 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.

Launched on Mother's Day 2019, MUMs for Life is a ground-up movement to celebrate a mum's unique identity as a woman, daughter, wife and mother, whose key partner is DADs for Life because we believe that mums and dads play irreplaceable and complementary roles in parenting together.

## **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. Launched in 2020, Made For Families represents the different ways – big and small – that Singapore as a community supports families. An initiative by the National Population and Talent Division (NPTD) in the Strategy Group, Prime Minister's Office, Made For Families aims to assure families in Singapore of support from the government and society at large. It invites more employers, as well as corporate and community partners to adopt the brand mark, and contribute collectively to building a conducive environment that supports families in Singapore. Together, we can build a Singapore that is Made For Families. Visit [www.madeforfamilies.gov.sg](http://www.madeforfamilies.gov.sg) for more information.

## **About Families for Life (FFL) Movement**

The Families for Life (FFL) Movement was established by the Ministry of Social and Family Development (MSF) in 2014 to build strong and resilient families. It is led by the FFL Council, and rallies like-minded individuals, families and organisations to strengthen family bonds through events, campaigns, and marriage and parenting programmes.

FFL's signature initiatives are:

- National Family Week – a pinnacle celebration of the importance of families held every first week of June, with family bonding activities throughout Singapore.
- FFL@Community – localised initiatives that will be rolled out in each of the 24 towns to strengthen family relationships. These include marriage preparation and mentoring, parenting and grandparenting programmes, and parent peer support groups.
- Family Values inculcation – promote family values (love, care and concern, commitment, respect) to children and their families through the FFL mascot Becky Bunny and engaging activities such as games, stories and drama.

Visit [www.familiesforlife.sg](http://www.familiesforlife.sg) for tips, resources and interesting family activities as well as a wide range of meaningful volunteering opportunities.

## **About National Family Week**

The National Family Week is an annual event to celebrate family ties and encourage families to engage in meaningful and fun-filled activities to strengthen family bonds. Held during the first weekend of every June, the National Family Week is led by the Families for Life Council and its partners across the people, public and private sectors. With an exciting line-up of events, programmes and promotions specially curated to cater to different families, there is something for every family at the National Family Week. For more information, visit <https://go.gov.sg/nationalfamilyweek-2023>.