



15 November 2021

Press Release

Eat With Your Family Day is Made For Families!

To encourage Singaporeans to forge stronger bonds with their families, employers are encouraged to allow employees to leave work at 5pm on 19 November 2021, Friday, to have a meal with their families. In a special edition of Eat With Your Family Day, about 100 families will be enjoying a *Made For Families* evening of fun with great prizes to be won. Ms Indranee Rajah, Minister in the Prime Minister's Office, will be engaging the participating families on Zoom to find out what "*Made For Families*" means to them.

2 The "Eat With Your Family Day is Made For Families" virtual event marks the last Eat With Your Family Day (EWYFD) of the year. This virtual event is organised by Centre for Fathering, MUMs for Life and DADs for Life, in partnership with Families for Life, in support of *Made For Families*.

3 Minister Indranee said: "Eat With Your Family Day is an important reminder to make time for our families. While many of us have been working from home, a lot of that time is spent on virtual meetings or emails. Wae should make a concerted effort to disconnect from work at regular intervals and enjoy precious moments with our loved ones.

4 I am happy to know that there are more than 600 companies that are supportive of such family-friendly initiatives today. Family-centric companies are much more likely to have a happier and more productive workforce, find it easier to recruit and retain and have a positive work culture. Let's all join in to build a Singapore that's Made for Families."

5 Mr Bryan Tan, Chief Executive Officer of Centre for Fathering, said: “During this COVID season when many individuals are working from home, employees often grapple with the blurred boundaries of work and life, at times working beyond normal working hours. Eat With Your Family Day reminds parents to put aside their work and devices, and connect with their children during meals. To date, over 600¹ organisations are committed to Eat With Your Family Day by encouraging their employees to stop work at 5pm once every quarter to bond with their families over dinner.”

6 Sharon Ng, HR Director of Michelman Asia Pacific Pte Ltd, said: “A family that eats together, stays together. The Eat With Your Family Day initiative, which our company joined in 2017, is one of the family-friendly initiatives that has helped improve our employees’ work-life harmony and morale, resulting in happier and healthier employees which aids productivity.”

7 During the event, participants can look forward to fun and interactive games to discover more about family-friendly organisations, places, and public amenities, with prizes to be won. Each participating family on Zoom will also receive \$50 worth of foodpanda credits, which can be used to purchase any items on the foodpanda platform, or to order a hearty meal to dine at home with their family. The virtual event will also be streamed on the *Made For Families* Facebook page at www.facebook.com/MadeForFamiliesSg. Interested parties can tune in and stand a chance to win vouchers too. More information about the event can be found at go.gov.sg/madeforfamiliespartners.

***Made for Families* partners**

8 foodpanda and Centre for Fathering are one of the many partners who have adopted the *Made For Families* brand mark. This signifies their commitment towards building a family-friendly Singapore, through initiatives, programmes, amenities, products, and services that support families and raising children.

9 Since the launch of the *Made for Families* brand mark in June 2020, around 80 businesses, organisations and community groups have adopted it. They come from various sectors, ranging from hospitality, leisure, food and beverage, retail and e-commerce, to government agencies and community groups. This initiative by the National Population and Talent Division (NPTD) in the Strategy Group, Prime Minister’s Office, aims to assure families of the support offered by the Government and community at large. For more information on *Made for Families*, please refer to the factsheet in Annex B.

¹ Profiles of employers and an employee who are available for interviews can be found in Annex A.

About EWYFD

EWYFD was launched in 2003 by the Centre for Fathering to encourage organisations to arrange for employees to leave work at 5pm so that they can eat with their families. The initiative also aims to remind parents to put aside time to eat with their children regularly.

Held on the last Friday of each school term, the dates for EWYFD 2021 are 12 March, 28 May, 3 September and 19 November. EWYFD is a joint effort by Centre for Fathering, MUMS for Life and DADs for Life, in partnership with Families for Life and in support of the *Made For Families* initiative.

For more information, visit fathers.com.sg/ewyfd.

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 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.

MUMs for Life celebrates a mum's unique identity as a woman and her irreplaceable roles as a daughter, wife and mother. When Mums are confident in their unique identity and multiple roles, they can better nurture our children and support DADs in building a stronger family in an increasingly complex world.

About Families for Life

Families for Life's (FFL) vision is to inculcate a "Families for Life" mindset and value among Singaporeans, by building strong and resilient families, as that makes for stronger communities and better individual well-being.

To achieve this vision, FFL rallies like-minded individuals, families and organisations to strengthen family bonds through the FFL Movement. FFL works with various stakeholders to build the ecosystem that support families in the community, offers family life education programmes to equip families with the knowledge to navigate the different life stages and enrolls volunteers to support the FFL movement.

Visit <https://familiesforlife.sg> for tips, resources and interesting activities you can enjoy with your family!

About *Made For Families*

Launched in June 2020, “*Made for Families*” is a brand mark that represents the different ways - big and small - in which Singapore 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 of the support offered by the government and community at large. We also hope to call out to more employers, corporate and community partners to contribute, and collectively build a conducive ecosystem that supports families in Singapore. For more information on *Made for Families*, please visit www.madeforfamilies.gov.sg.

For media queries, please contact:

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ANNEX A

List of media profiles

S/N	Name and personal details	Background
1.	<p data-bbox="288 365 427 398"><u>Employer</u></p> <p data-bbox="288 450 778 689">Name: Sharon Ng Gender: Female Age: 50 Occupation: Director, HR Company: Michelman Asia Pacific Pte Ltd</p>	<p data-bbox="858 365 1393 734">Michelman Asia Pacific Pte Ltd is a developer and manufacturer of environmentally advanced materials for industries. In 2017, the company came on board the Eat With Your Family Day (EWYFD) initiative to increase work-life harmony and encourage colleagues to have quality bonding time with their families.</p> <p data-bbox="858 786 1393 1238">Sharon shared that family-friendly initiatives like EWYFD have helped to improve employees' well-being and morale. It has also motivated them to produce better results at work by going the extra mile for their customers. In addition, retention rates have increased and reduced the need to hire and train new employees. The company's referral program for new hires has improved as well.</p> <p data-bbox="858 1290 1393 1742">Michelman Asia Pacific also implements other family-friendly practices. Some examples include flexible work arrangements to allow employees to attend to their family needs, family care leave for employees who juggle with work and caregiving responsibilities, and more. The company also sends congratulatory gifts to employees to celebrate the birth of their newborn.</p> <p data-bbox="858 1794 1393 1955">To Sharon, "a family that eats together, stays together. Hence, she is looking forward to spending quality time with her family and parents over</p>

		a good meal during the EWYFD virtual event on 19 November.
2.	<p><u>Employer</u></p> <p>Name: Edmond Wong Gender: Male Age: 38 Occupation: Director, Business Development & Corporate Social Responsibility Company: Kim Choo Kueh Chang Pte Ltd</p>	<p>Edmond is a father of three young children, and ensures that he carves out time to eat with his family and cook for them as well. The Eat With Your Family Day (EWYFD) initiative, which Edmond has been attending since 2018, is a reminder to him and his staff to try to end work on time, and avoid staying back for work.</p> <p>Edmond believes that family-friendly initiatives like EWYFD can allow him and his staff to spend time with their families, and remain productive at work. He also feels that EWYFD is an encouragement and reminder that a family-friendly working environment needs to be cultivated.</p> <p>The team at Kim Choo Kueh Chang is small, close-knit and like a family. The company, which is famous for their handmade nyonya rice dumplings, also nurtures an inclusive workplace and currently hires five individuals with disabilities. Edmond ensures that these individuals are offered flexible work arrangements by not restricting their working hours. This allows them to attend their medical appointments with peace of mind, or spend more time to bond with their families.</p> <p>Sometimes, Edmond's mother will take the effort to cook a hearty meal for Kim Choo Kueh Chang's employees too. During Chinese New Year and the Dragonboat festival, the company will give its staff Chinese</p>

		New Year cookies and rice dumplings to enjoy together as a family.
3.	<p><u>Employee</u></p> <p>Name: Pulparayil Skaria Chacko Gender: Male Age: 51 Occupation: Senior Finance Manager Company: Kemin Industries (Asia) Pte Ltd</p>	<p>Kemin Industries (Asia) Pte Ltd manufactures over 500 specialty ingredients for humans and animals in the global feed and food industries, as well as the health, nutrition and beauty markets. The company is family-centric, and adopts family-friendly initiatives like Eat With Your Family Day (EWYFD), family care leave for employees to care for family members who are unwell, and flexible working hours to support employees in balancing their personal needs and work obligations.</p> <p>To Pulparayil Skaria Chacko, Eat With Your Family Day (EWYFD) is important as it raises awareness on the importance of spending quality time with our families. He will be taking part in EWYFD for the first time on 19 November with his wife and teenage son and daughter, and looks forward to ending work at 5pm to bond with them over a hearty meal.</p> <p>Chacko also appreciates that his company offers family-friendly initiatives like flexible working hours, which gives him the opportunity to bring his children to school in the morning and bond with them before he starts work.</p> <p>Chacko is keen to hear how other families have benefitted from family-friendly workplace initiatives during the EWYFD event, and how we can all play a part in supporting families in Singapore.</p>

ANNEX B



FACTSHEET ON MADE FOR FAMILIES

About Made For Families

Launched in June 2020, “Made For Families” is a brand mark that represents the different ways - big and small - in which Singapore 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 community at large. We also hope to reach out to more employers, corporate and community partners to contribute, and collectively build a conducive ecosystem that supports families in Singapore.

In November 2021, we are launching a campaign – “Made For Families Bring Smiles!” to further raise awareness for the *Made For Families* initiative. F&B partners will be offering *Made For Families* deals and meals in the month of November and December, to bring families together. We are also collaborating with Centre for Fathering on a “Eat With Your Family Day is Made For Families” virtual event on 19 November 2021, where about 100 participating families will be enjoying an evening of fun games, and discover more about family-friendly organisations, places and public amenities in Singapore.

Look out too for series of videos, highlighting how employers, businesses and the community at large play an important role in building a Singapore that is *Made For Families*. Stay tuned for the videos on our Made For Families SG Facebook page and Instagram! Visit the *Made For Families* website (www.madeforfamilies.gov.sg) to access useful resources on the comprehensive suite of support measures for starting and raising families.

Made For Families Partners

Employers, corporates and community groups who adopt the *Made For Families* brand mark have practices, and/or offer initiatives, programmes, amenities, products or services that are family-friendly.

To date, about 80 entities have adopted the *Made For Families* brand mark. They come from various sectors, ranging from hospitality, leisure, food and beverage, retail

and e-commerce, as well as government agencies and community groups supporting parents and couples on their marriage and parenthood journey.

Learn more about the partners at: madeforfamilies.gov.sg/MadeForFamilies/made-for-families-organisations.

Recent Made For Families partners

foodpanda

As one of the leading food delivery platform, foodpanda is dedicated to bringing customers a wide variety of food, groceries and more, quickly and conveniently. With thousands of restaurants available ranging from kids-favourites to family feasts delivered to the doorstep, look forward to more quality family time over great food. On foodpanda, you can shop for the family's everyday needs and groceries with foodpanda shops and pandamart, all delivered to your home within an hour or less. With more than 4,000 shops and 5,000 products on pandamart, let foodpanda do the heavy lifting, so you can spend time with people who matter most.

In providing greater support for their employees (better known as pandas), foodpanda regularly organises initiatives such as talks and webinars for pandas on coping with parenthood in the current climate, with Home-Based Learning and Work From Home arrangements being the new norm. Through company-wide day-offs (or Recharge Days), foodpanda is committed as an employer in encouraging our employees to recharge and reconnect with their family.

foodpanda is supporting the Made For Families initiative with foodpanda credits for "Eat With Your Family Day is Made For Families" virtual event; with family deals and offerings in foodpanda app by participating family-friendly restaurants.

For enquiries with foodpanda, pls contact:

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Welovesupermom

Welovesupermom is one of Singapore's largest marketplace for parents and expecting mums to shop for a wide range of maternity, baby and children related products. To support the *Made For Families* initiative and help parents manage costs associated with child-raising, WelovesuperMom has also specially curated a range of *Made For Families* bundle deals. Besides offering products,

Welovesupermom also supports expecting and new parents in their parenthood journey through the building of social communities, where parents are free to share the joys and challenges of parenthood, learn from and connect with one another. The platform also constantly shares parenting tips, product reviews, parenting webinars, seminars and events.

Welovesupermom is supporting the *Made For Families* initiative with exclusive Bundles Deals. More information can be found here: <https://welovesupermom.com/collections/Exclusive-SuperMom-x-Made-For-Families-Bundles>

For enquiries with Welovesupermom, pls contact:

Name: Joan Ong

Designation: Founder and CEO

E-mail: joan.ong@welovesupermom.com

Support from government agencies

Land Transport Authority is Made For Families

Our public transport system is Made For Families!

Over the years, LTA has introduced a number of improvements to make our public transport system more accessible and inclusive. A group we hope to benefit is those with young children – From stroller restraint devices and removal of middle stanchion pole at the front door to allow easy boarding of open stroller on public buses, booster seats for young children on taxis, to family friendly washrooms with diaper-changing facilities at all new bus interchanges, integrated transport hubs and MRT stations. In addition, you can also find baby care rooms and wash basins located at child height at designated transport infrastructure such as MRT stations/ interchange stations on Thomson-East Coast Line and Woodlands Integrated Transport Hub. These efforts definitely go into building a Singapore that is Made For Families! Try spotting some of these family-friendly features at our various public transport touchpoints and use them for a more comfortable journey the next time you head out with your children!

For enquiries with LTA, pls contact:

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National Library Board is Made For Families

Our public libraries are Made For Families!

The National Library Board reaches out to children of all ages through a wide variety of engaging programmes, activities and reading resources. Parents, grandparents and caregivers can also join in the fun with the children in programmes specially designed to promote family bonding.

Most of our public libraries also have dedicated children's section, and family-friendly amenities such as washrooms with diaper-changing stations and nursing rooms. Try spotting some of these family-friendly features at our various public libraries the next time you visit with your children!

For more information on programmes for children, visit <https://www.nlb.gov.sg/WhatsOn/Programmes/ProgrammesforChildren.aspx> or follow our public libraries @PublicLibrarySG

For enquiries with NLB, pls contact:

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National Environment Agency's hawker centres are Made For Families

There are hawker centres islandwide serving as "community dining rooms" where friends and families gather, interact and bond over their shared love for food. With amenities such as family-friendly toilets, diaper changing counters, lowered seating or wash basins for children, enjoying your favourite hawker food with your young ones had never been easier. Do look out for these family-friendly features at various hawker centres the next time you are out with your family!

<https://www.nea.gov.sg/our-services/hawker-management/overview>

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