

18 November 2022



## Press Release

### **Eat With Your Family Day's first-ever picnic event**

#### ***100 families bond over sports and picnic at Bishan Park***

About 400 family members enjoyed a fun-filled *Made For Families* evening with a picnic and family-bonding activities at the Eat With Your Family Day (EWYFD) event held at Bishan Park on Friday, 18 November 2022. This picnic event marks the last EWYFD of the year, with participation from 42 companies.

2. The picnic is organised by Centre for Fathering, DADs for Life and MUMs for Life, in partnership with Families for Life, in support of *Made For Families* and Celebrating SG Families.

3. Guest-of-honour Minister of State for Manpower and Education Ms Gan Siow Huang joined in the event with a short walk. During the walk, families participated in sports activities like soccer, volleyball, baseball and archery at activity stations along the route. Thereafter, families bonded over picnic at the park and participated in stage games and a photo contest.

4. The Government recently launched 'A Singapore Made For Families 2025' plan – our nation's roadmap for how the Government, community partners, businesses and individuals come together to co-create a family-friendly culture in Singapore. The EWYFD picnic is part of these efforts. Ms Gan said: "I am heartened to know that more than 600 employers support the EWYFD initiative, which reminds employees to take time off work for their families. Employers play a crucial role in supporting families. By implementing policies that support family-friendly workplaces, they help employees achieve work-life harmony. Businesses can then better attract and retain talent.

5. Centre For Fathering, DADs for Life and MUMs for Life CEO Mr Bryan Tan said, “Amidst the challenges of the pandemic, parents have found many moments worth treasuring and holding on to. Having a more reasonable pace of life leads to more time and ways for the family to forge stronger bonds. Even as we adapt to the new normal and return to work on-site, we must remember to eat together as a family, as often as we can. This Eat With Your Family Day is a good time for us to celebrate family over a meal, especially now that we can head out of the home together.”

6. In the lead up to the year-end school holidays, the *Made For Families* campaign – “It’s Family Time!” was also launched to encourage families to create strong and healthy bonds through sports and fun activities. From 14 November to 25 December, families can look forward to free sports activities such as soccer, yoga, basketball, volleyball, hockey, organised by Decathlon, the campaign official partner. Families can enjoy deals and discounts of up to 60% offered by *Made For Families* partners, covering family activities, retail, and food and beverages. The month-long campaign will culminate in the FunFam SportFest organised by SportSG on 17 December at Singapore Sports Hub. For more information, please refer to Annex B or visit [go.gov.sg/MadeForFamiliesTime](https://go.gov.sg/MadeForFamiliesTime)

### **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 2022 are 11 March, 27 May, 2 September, and 18 November. EWYFD is a joint effort by Centre for Fathering, DADs for Life and MUMS for Life, in partnership with Families for Life and in support of *Made For Families* and Celebrating SG Families.

For more information, visit [fathers.com.sg/ewyfd](https://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 fathers and children towards each other by inspiring fathers strengthen families by being good 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... for life.

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!

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<p><b>Name:</b> Wendy Toh <b>Age:</b> 41 <b>Occupation:</b> Consultant</p> <p><i>Wendy can also be interviewed in her capacity as a Biz Square representative, to share more about the company's family-friendly practices.</i></p>	<p>Biz Square Pte Ltd is a boutique corporate and business consultancy firm that supports “Eat with Your Family Day” (EWYFD). They believe that mealtimes are the best moments for family bonding, and give their employees more opportunities to create happy times with their family.</p> <p>Biz Square has flexible-work arrangements and offers unlimited leave. The company believes that mutual trust between employers and employees is important at the workplace to ensure staff well-being. The company's family-friendly practices have made employees cheerier, more cohesive, and productive.</p> <p>Wendy Toh, an employee at Biz Square, values the workplace flexibility. She feels supported by her company's family-friendly workplace practices, which gives her the confidence to care for her family and contribute to society.</p> <p>Wendy participates enthusiastically in EWYFD. She is looking forward to the picnic event for a fun-filled evening with great food and activities for a wonderful bonding time with her family.</p> <p>Wendy cherishes time spent with her two children, aged 14 and 11, and believes that is important for parents to spend time with their family. She feels that this will help to nurture children as responsible adults, improve their mental health, and develop strong core values.</p>
<p><b>Name:</b> Ray Zheng <b>Age:</b> 39 <b>Occupation:</b> Associate Advisor</p> <p><i>A representative from Providend is available for a phone interview on the company's family-friendly practices.</i></p>	<p>Providend Ltd is a wealth advisory firm that supports “Eat with Your Family Day” (EWYFD) as it believes that it is a reminder for employees to spend quality time and build stronger family ties with their loved ones.</p> <p>The company places an emphasis on its employees' physical and mental well-being and has implemented various family-friendly workplace initiatives. It introduced the Quarterly Performance Enablement check-in, which not only focuses on improving work performance, but also aims to understand their employees' personal and family goals and their family obligations. Through these check-ins, the company strive to support their employees so that they can manage challenges both at work and at home.</p>

	<p>Providend also has flexible work arrangements and offers hybrid work where employees work in the office thrice weekly. It provides flexi-time arrangements, where employees have flexible start and end times. Parents are also allowed to take 3 hours of time-off without consuming their annual leave for personal appointment such as attending their child’s school event.</p> <p>Ray Zheng, an employee at Providend, feels supported by his company. He usually has a meal at his parent’s house with his siblings during EWYFD. He is looking forward to the picnic event to spend time with his children.</p> <p>Ray treasures his family and time spent with his two children, aged 3 and 6. He believes it is important for parents to be present in their children’s lives for strong bonds to be forged.</p>
<p><b>Name:</b> Ferdinand Chua  <b>Age:</b> 32  <b>Occupation:</b> Lecturer</p>	<p>Ferdinand Chua and Chau Kerr Xing have four young children aged 1,4,6 and 8. They support the “It’s Family Time!” campaign which encourages families to create strong and healthy bonds through sports and fun activities.</p> <p>Ferdinand and his family are regular visitors of public parks, where his four young children enjoy climbing on playgrounds, rollerblading and water play. He believes that outdoor sports activities are beneficial for physical and mental wellness, and reduce screen time for children. Furthermore, exercise can also promote family cohesion as they work together to achieve fitness goals.</p> <p>Ferdinand said that spending time together outdoors can also develop certain values such as personal responsibility when children pay attention to their safety. In addition, it provides an opportunity for them to learn the virtue of sharing and respect when they are at the playground with other children.</p> <p>Ferdinand cherishes precious moments with his children as lost time cannot be gained back.</p> <p>Ferdinand’s employer also supports the Eat With Your Family Day (EWYFD) initiative. He uses this opportunity to have a meal with family, including his in-laws who live together with them. In Ferdinand’s case, EWYFD takes on an expanded meaning, where three generations come together and forge stronger intergeneration bonds.</p>

### Fact sheet on “It’s Family Time!”

It’s Family Time this school holidays! From mid-November to December, look forward to exciting *Made For Families* activities and experiences that the whole family can enjoy together.

2. The “It’s Family Time” campaign was launched to encourage families to create strong and healthy bonds through sports and fun activities. Families can look forward to deals offered by Made For Families partners, covering family activities, retail, and food and beverages. These include:

Partners	Deals / Activities
Decathlon	There will be free sports activities such as football, yoga, basketball, volleyball, and hockey, held every Saturday and Sunday from 19 November to 24 December.
SportSG	FunFam Sportfest will be held at Sports Hub on 17 December.
The Rink	Family bundle at \$42. Includes 2 Adult + 2 Child admission tickets
Airzone	4 standard tickets at \$70 (U.P \$80)
BYKIDO	Get 12% off purchases on bykido.com with the code <FAMILYTIME2022>
Bounce Singapore	5 Sessions Multi-Visit Pass for only \$100 (U.P \$120)

For the full list of activities/deals, please refer to [go.gov.sg/MadeForFamiliesTime](https://go.gov.sg/MadeForFamiliesTime)

3. To showcase how playing together can bring joy, families are encouraged to participate in the #ItsFamilyTime Instagram Challenge from end November, by taking videos of the family transitioning from their daily wear to doing sports activities together. The details of the Challenge and prizes to be won will be available on Made For Families SG Instagram!

4. For more updates, visit our Made For Families SG Facebook page and Instagram, and campaign webpage ([go.gov.sg/MadeForFamiliesTime](https://go.gov.sg/MadeForFamiliesTime)).

## **About Made For Families**

5. Launched in June 2020, “Made For Families” is a brand mark that 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. We invite more employers, as well as corporate and community partners to join us, and contribute collectively to building a conducive environment that supports families in Singapore.

## **Made For Families Partners**

6. 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.

7. To date, about 170 entities have adopted the *Made For Families* brand mark. These *Made For Families* partners come from various sectors such as hospitality, leisure, food and beverage, retail and e-commerce; and also include government agencies and non-profit community groups supporting parents and couples on their marriage and parenthood journey. Learn more about the partners at: [madeforfamilies.gov.sg/MadeForFamilies/partnerdeals](https://madeforfamilies.gov.sg/MadeForFamilies/partnerdeals)



"It's Family Time!" campaign Visuals

# Activities

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Have fun with free sports activities and Made For Families experiences this school holiday!



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Official Campaign Partner:





# Adventures

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Get ready for awesome  
Made For Families adventures  
this school holiday!



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# Experiences

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Experience fun activities with your family this school holiday!



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