



For Immediate Release

Fathers and daughters build stronger bonds in special event as part of Malay Muslim Fathering Month

7 December 2021, Singapore – To build stronger father-daughter relationships, fifteen pairs of fathers and daughters will be taking part in Detik Istimewa Bersama Ayah (Special Moment With Dad) on Sunday, 12 December 2021 from 2pm to 5pm at Asli Village, Downtown East. The guest of honour for the event is President Halimah Yacob.

Detik Istimewa Bersama Ayah is an event of the Malay Muslim Fathering Month (Bulan Kebapaan), an initiative by Centre for Fathering and Bapa Sepanjang Hayat which aims to encourage active fathering among Malay Muslim fathers. The initiative kicked off in early September with a series of online and physical activities that take place between September and December.

'Detik Istimewa Bersama Ayah' symbolically celebrates a daughter's coming of age and highlights the irreplaceable role of her father in preparing her for young adulthood. This event is exclusively designed for fathers and daughters, aged 12 to 17 years, to connect through interactive activities, meaningful conversations and a shared commitment to each other. During the event, fathers and daughters will discover each other's love language as well as express their love and affirm each other.

"Fathers play an important role in affirming their daughters' identity and imparting values that will anchor them through life's transitions and challenges. The memories created between fathers and daughters during this event will certainly be a significant and treasured milestone in their relationship," said Mr Bryan Tan, CEO, Centre for Fathering, MUMs for Life and DADs for Life.

He added, "It is also a father's responsibility to raise their sons to honour and respect women, by role-modelling how we honour our children's mothers and respect our wives."

To support fathers in their journey of building stronger relationships with their children, the Centre for Fathering was established in 2000 to address fatherlessness in Singapore. It empowers more fathers to be better role models and an enduring inspiration to their children. Each year, Centre for Fathering and Bapa Sepanjang Hayat reach 300,000 Malay Muslim fathers and family members through fathering workshops and father-child bonding activities.

On Mother's Day in 2019, DADs for Life partnered with some mother volunteers to launch MUMs for Life to celebrate 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.

For more information on Centre for Fathering and Bapa Sepanjang Hayat, go to www.fathers.com.sg and www.facebook.com/bapasepanjanghayat.

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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... for life. 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.

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.

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 Singapore supports families. Companies, organisations and community groups can adopt the brand mark to identify themselves as promoting the value of family in our society. Together, we can build a society that is Made For Families, by laying a foundation of support, from family-friendly spaces and workplaces, products and services, and family-bonding activities. Visit go.gov.sg/MadeForFamilies for more information.

