



For Immediate Release

Over 140 Schools Participate in Art Competition Celebrating Mother's Day

Singapore, May 11, 2024 – In celebration of Mother's Day, an art competition, themed 'A Mother's Love' witnessed an overwhelming participation of over 140 schools, resulting in more than 600 captivating submissions.

10 winning pieces from each of the three categories – Preschool, Primary and Upper Primary - will be unveiled and presented with prizes by guest of honour, Ms. Hany Soh, Member of Parliament and Grassroots Adviser for Marsiling Yew-Tee GRC (Woodgrove), at the upcoming "Mum's Day Out" event on 11th May 2024 at One Holland Village.

Guest of Honour Hany Soh, Member of Parliament and Grassroots Adviser for Marsiling Yew-Tee GRC (Woodgrove) took the opportunity to encourage organisations to implement family-friendly work policies that promote work-life balance and flexibility. "Initiatives such as the recently announced Tripartite Guidelines on Flexible Work Arrangement requests provide a platform for conversations between employer and employee on how organisations can better support mums and dads to effectively manage their professional and personal responsibilities. Such initiatives also deepen employee engagement and strengthen employees' sense of belonging to their organisation."

With a theme mirroring the art competition, “A Mother’s Love”, Mum’s Day Out aims to convey the love and affection that defines maternal bonds. Over a duration of two days, from May 11th to May 12th, Mum’s Day Out attendees can look forward to a diverse array of offerings, including music and magic performances, caricature and pebble art sessions all designed to create lasting memories for mothers and their loved ones.

Commenting on the occasion, Dr. Xander Ong, CEO of Centre for Fathering, highlighted the importance of recognising the role of mothers in nurturing families. "Mother's Day is a time to celebrate maternal love and reflect on the sacrifices mothers make for their families." Dr. Ong stated. "As we celebrate this special day, we would like to also encourage fathers to love their wives well, and one of the ways is to actively participate in childcare, parenting, and household responsibilities.

Ms Cheryl Wee, Families for Life Council Member, who was a judge for the art competition, shared about her experience and the upcoming "Mum's Day Out". "As a mother of three, I am truly inspired by the creativity and heartfelt expressions showcased in the art competition. It's heartwarming to see how the young children have creatively captured the essence of 'A Mother's Love' through their art, displaying their remarkable talent and emotional depth. This event serves as a beautiful reminder of the importance of cherishing and nurturing family bonds. Let us prioritise family time and create cherished memories together, this Mother's Day and beyond!"

"Mum's Day Out" promises to be a memorable event, providing a platform for families to come together and celebrate the enduring spirit of motherhood.

For more information, go to www.fathers.com.sg/mums-day-out

About Centre for Fathering 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 turns the hearts of fathers and children towards one another by empowering more fathers to be better role models and an inspiration to their children.

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. Together, MUMs for Life and DADs for Life highlight the irreplaceable and complementary roles mums and dads play.

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 Singapore 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 www.madeforfamilies.gov.sg for more information.

About Families for Life (FFL) Movement

The Families for Life Movement, led by the Families for Life Council, rallies individuals, families and organisations to celebrate families and strengthen family bonds towards building a Singapore Made for Families.

The Families for Life signature initiatives are:

- Families for Life programmes and resources to support strong family values, strong and lasting marriages and confident parenting.
- Families for Life @ Community initiatives to strengthen family relationships in convenient locations in 24 towns. Couples and families can participate in marriage preparation, marriage mentoring, marriage enrichment, parenting and grandparenting programmes, and parent peer support groups.

- I Still Do – campaign celebrating love, commitment, and marriage in February, with enriching online programmes, useful resources and activities for married couples.
- National Family Festival – a national celebration of the importance of families in June, with family bonding events and activities throughout Singapore.
- Celebrating our Grands – campaign celebrating the strong intergenerational bonds of families in October, with craft kits for children to express appreciation for their grandparents and exciting activities dedicated for the whole family.

Visit www.familiesforlife.sg for tips, resources and interesting family activities as well as a wide range of meaningful volunteering opportunities.

For media queries, please contact:

Charlene Teo
Centre for Fathering
Contact: 8600 6700
E-mail: charmlteo@fathers.com.sg