



**Embrace the Joy of Fatherhood at Celebrating Fathers 2024:  
My Dad, My Playmate**

**Singapore, 11 June 2024** — This June, Celebrating Fathers, encourages dads to embrace play as an integral part of the bonding process in their parenting journey. Research shows that playful interactions with fathers can enhance a child's self-regulation, social competence, and ability to explore and take risks within a safe environment. These playful engagements often involve unpredictability and excitement, which can boost a child's resilience and adaptability.

Celebrating Fathers 2024, themed "My Dad, My Playmate," is a beautiful reminder of the special bond between fathers and their children, highlighting the joy and fun that come from spending time together through play. Fathers play a vital role in their children's lives not just as providers, but also as playmates and companions.

The ninth edition of this initiative, with Guest of Honour Mr. Chee Hong Tat, Minister for Transport and Second Minister for Finance, celebrates the spirit of adventure and exploration that fathers bring into their children's lives, creating cherished moments that will be treasured for a lifetime. He said, "Today, many fathers are involved in family life and sharing the responsibility of bringing up their children and spending quality time with them. This is a heartening trend that we should encourage."

Celebrating Fathers 2024 is jointly organised by Centre for Fathering, DADs for Life, MUMs for Life, and Mediacorp, in partnership with Families for Life, and in support of the National Family Festival and Made For Families. First launched in 2016, the annual Celebrating Fathers campaign is a nationwide initiative to affirm and appreciate fathers.

“Fatherhood is a journey of growth for fathers and their children” says Dr Xander Ong, CEO of Centre for Fathering. “By incorporating play, fathers bring joy to the family, bond with their children, foster a sense of adventure and possibilities, and create precious memories that continues to add to their personhood and family.”

“The theme of Celebrating Fathers 2024 – My Dad, My Playmate – motivates all fathers to leverage play and recreation activities to bond with their children. Play is an important part of life and through play, we can create fun and lasting memories that our children will cherish for years to come. It is worth prioritising play time with our loved ones. In conjunction with Families for Life’s National Family Festival, Celebrating Fathers 2024 is a valuable opportunity for us to celebrate Father’s Day to engage in meaningful family time with our loved ones,” said Mr Ishak Ismail, Families for Life Council Chairman

“Mediacorp is happy to join hands with our partners once again to pay tribute to fathers through Celebrating Fathers 2024,” says Ms Jacqui Lim, Chief Commercial Officer, Mediacorp. “Leveraging our creative strengths and star power, we aim to make this year’s campaign a fun and exciting one for all dads and their families, and hope that everyone has a fantastic time bonding over the many events and activities lined up!”

### **Celebrate Father’s Day at Dad’s Day Out 2024!**

To be held on Sunday, 16th June, at OCBC Square, Dad’s Day Out 2024 will once again be the culminating point of the Celebrating Fathers initiative. Two thousand families are expected to enjoy a day filled with exciting activities designed to bring fathers and their families closer together. Enjoy a variety of fun-filled activities, including:

- Beck Bunny’s bouncy castles & Ball pit
- Human Foosball
- Obstacle challenge
- Olympiak Games and many more

As a special highlight, the Dads Babywearing Walk will be aiming to set a record for the “Most Number of Dads in a Babywearing Walk” in the Singapore Book of Records. This event aims to bring fathers together to share in the joy of carrying their children close to their hearts. For more information, visit [www.celebratingfathers.sg](http://www.celebratingfathers.sg)

**For media queries, please contact:**

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

## **About National Family Festival**

The National Family Festival, an expansion of National Family Week, is an annual event to commemorate family ties and encourage families to embark on purposeful and exciting activities to augment family bonds. Held from 25 May to 23 June 2024, the National Family Festival is led by the Families for Life (FFL) Council and its partners across the people, public and private sectors. An enticing array of events, programmes and promotions exclusively curated to cater to all kinds of families, awaits you at the National Family Festival. There's something for everyone to enjoy! For more information, please visit [www.go.gov.sg/familyfestsg-2024](http://www.go.gov.sg/familyfestsg-2024)