



**Embrace the Strength of Fatherhood at Celebrating Fathers 2025:
My Dad, My Anchor**

Singapore, 15 June 2025 — This June, Celebrating Fathers returns with a heartfelt theme: *My Dad, My Anchor*. The campaign pays tribute to the quiet strength and unwavering presence that fathers bring into our lives. Just as an anchor holds a ship steady through waves and storms, dads are the steadfast foundation that keeps the family grounded.

This Father's Day, we invite all families to come together to celebrate the men who keep us anchored. It is a time to honour their resilience, reflect on the lessons they've taught us, and create meaningful memories together.

Marking a milestone year, Centre for Fathering commemorates 25 years of championing active fatherhood. Founded on Father's Day in 2000, it has since inspired, equipped, and empowered over 68,000 fathers to take an active and meaningful role in their children's lives

Graced by Guest of Honour, Mr Edwin Tong, Minister for Law and Second Minister for Home Affairs; and Patron of Centre for Fathering, this year's celebration marks the tenth edition of Celebrating Fathers. Over the past decade, the initiative has shone a spotlight on the evolving journey of fatherhood, celebrating the consistency, strength, and love that fathers bring into their families' lives.

Celebrating Fathers 2025 is jointly organised by Centre for Fathering, DADs for Life, MUMs for Life, Families for Life, and Mediacorp, and in support of the National Family Festival and Made For Families. First launched in 2016, the annual Celebrating Fathers campaign, which features a series of activities for fathers and families in June, is a nationwide initiative to affirm and appreciate fathers.

“A father through consistency and strength-in-love, provides stability to his child. He becomes an anchor that helps the child grow with confidence and security.” said Dr Xander Ong, CEO of Centre for Fathering. “Children take with them defining moments with their fathers. These moments define them as they mature into adulthood. As we mark 25 years of advocating for active fatherhood, we hope to encourage more fathers to be intentional and present with each child they raise.”

“The theme 'My Dad, My Anchor' is a poignant reminder of the father’s role as an anchor for the family, offering steadfast love, support and security for loved ones. Over the past 10 years, Celebrating Fathers has touched and inspired countless families to spend time together and celebrate the father-figures in their lives. This year, in conjunction with National Family Festival, I encourage fathers and their families to spend time together and create cherished memories, not just on Father's Day, but every day” said Mr Ishak Ismail, Families for Life Council Chairman

“Mediacorp is delighted to partner the Centre for Fathering on its milestone 25th anniversary as we continue working together to pay tribute to the anchors in our lives,” said Ms Jacqui Lim, Chief Commercial Officer, Mediacorp. “Through Celebrating Fathers 2025, we’re proud to harness the full breadth of our media network — including our expertise in content collaborations and on-ground activations — to curate meaningful experiences for all participants. By bringing together our creative talents and platforms, we hope to deliver an exciting line-up of activities for dads and their families to create wonderful memories together!”

Celebrate Father's Day at Dad's Day Out 2025

On Sunday, 15 June, families are invited to Dad's Day Out 2025, held from 9am to 6pm at OCBC Square. This signature event brings families together for a full day of bonding through fun, interactive, and meaningful activities that highlight the vital role fathers play in their children's lives.

Activities include basketball challenge, foam blasters, bouncy castle, ball pit, storytelling and hand-sanitizer workshops, and a live artist showcase by Extra*Ordinary People. The first 2000 families to complete activities can also look forward to receiving an exclusive goodie bag, available while stocks last.

In addition, the event aims to set a record for the "Most Postcards Written and Sent to Dads in a Single Day" in the Singapore Book of Records. This activity brings families together to share heartfelt messages and celebrate the special bond between fathers and children.

This event is held in conjunction with the National Family Festival, which runs from 31 May to 29 June 2025, and encourages families across Singapore to embark on shared experiences that strengthen relationships and create cherished memories.

Special Highlights in the Month of June

In addition to Dad's Day Out, two other key events will be held as part of Celebrating Fathers 2025. On 14 June, Bapa Sepanjang Hayat Father's Day Dinner offers a nostalgic evening for working adult children to bond with their fathers through music and conversation. Held at De Hall, this special dinner provides an opportunity to honour fathers in a meaningful way while raising funds for fatherhood outreach initiatives.

On 28 June, Centre for Fathering, Appa Valnaal Uravu, and SINDA will host the Dad's Forum for Indian Fathers at the Civil Service Club. Centered around the theme *The Importance of Being an Involved Father*, this forum invites Indian fathers to reflect on the joys and challenges of active parenting. The event will feature keynote addresses

and a panel discussion exploring the role of fathers in their children's lives as well as the unique journey fathers face in today's world. These sessions aim to equip fathers with the insights and tools needed to embrace their roles more meaningfully while navigating the complexities of modern fatherhood.

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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 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.
- Connecting Our Generations – campaign celebrating the strong intergenerational bonds within families in October.

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 strengthen their bonds. Held from 31 May to 29 June 2025, the festival is led by the Families for Life (FFL) Council in collaboration with partners from the people, public and private sectors.

An enticing array of events, programmes and promotions—exclusively curated to suit every kind of family—awaits participants across the island. There's something for everyone to enjoy!

Visit www.go.gov.sg/familyfestsg-2025 for more information.