



## DADROX 2026: THE FAMILY CHALLENGE

*Centre for Fathering brings fathers, children and community together for a first-of-its-kind family obstacle challenge over Father's Day weekend*

**Singapore, 18 June 2026** — Some finish lines can only be crossed as a family. This Father's Day weekend, Centre for Fathering invites fathers and their children to complete a circuit together at DADROX 2026: The Family Challenge. The event will be held on 20 and 21 June 2026 at The Canopy at Geneo, from 9am to 5pm. DADROX 2026 is organised in partnership with Families for Life in support of the National Family Festival 2026.

Many family outings bring loved ones together, but DADROX goes a step further by creating a shared experience where fathers and children move as one team, solve challenges side by side and cheer each other on. These moments of effort, laughter and encouragement strengthen bonds and create lasting memories. Present and involved fathering often grows through everyday connection, and DADROX is designed to create more of those moments.

The weekend also marks the book launch of *The Heart of a Father* by Dr Ken Canfield. Drawing on decades of evidence-based research involving thousands of fathers, the book sets out what active fathering looks like in practice, and is the foundation of [Centre for Fathering's programmes](#).

The event will be graced by Mr Jeffrey Siow, Acting Minister for Transport and Senior Minister of State for Finance, as Guest-of-Honour.

“Everyday connection and teamwork build happy families,” said Dr Xander Ong, Chief Executive Officer, Centre for Fathering. “When parents and children take on challenges together, they build trust, strengthen communication, and bond.”

At DADROX 2026, each family team navigates eight distinct challenge zones spanning Sync, Stability, Agility, Power, Stamina, Wits, Strength and Unity, earning a punch stamp at every zone before crossing the finish line together. The circuit is designed to be inclusive across ages and fitness levels with challenge stations including synchronised box jumps, sled hauls, plank high-fives and family trivia, each testing a different dimension of family teamwork. Families work through the course at their own pace, supporting one another through each station.

### **Event details**

Event: DADROX 2026: The Family Challenge  
Date: 20 and 21 June 2026  
Venue: The Canopy at Geneo  
Guest-of-Honour: Mr Jeffrey Siow, Acting Minister for Transport and Senior Minister of State for Finance  
Suitable for: DADROX is a ticketed event suitable for families with children aged four and above.

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.

## **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.