

Celebrating Fathers

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For Immediate Release

Celebrating Fathers 2022 celebrates courage and resilience of fathers in supporting families through the pandemic

Singapore, 15 June 2022 - As Singapore moves into the endemic phase, we're celebrating fathers who have overcome the challenges of the pandemic while balancing work, co-parenting and household responsibilities and strengthened their families because of their resilience and courage.

This year, Celebrating Fathers is heralding Father's Day with a line-up of events to spotlight fathers' contributions as they supported their families through the pandemic. Into its seventh year, Celebrating Fathers 2022 is themed "Fathers Make A Difference" and aims to recognise and encourage dads to continue all the good work they have done in becoming more involved fathers.

The coronavirus has caused major changes in working preferences and caregiving responsibilities for both men and women. Research has shown that men are chipping in more time - between 30 minutes to 1 hour at home per day¹. Another study indicated that fathers in the UK want more home-based and flexible working to maintain their childcare time during the pandemic, which they believe has made them better fathers².

Celebrating Fathers 2022, which runs from 4 June to 19 June 2022, is jointly organised by Centre for Fathering, MUMs for Life, DADs for Life, Families for Life and Mediacorp, in support of Made For Families and Celebrating SG Families. First launched in 2016, the annual Celebrating Fathers campaign is a nation-wide initiative that aims to recognise the efforts and contributions of Singapore's Dads.

“During the pandemic, fathers have been taking on new responsibilities at home and have been given the opportunity to become more involved with their children and family through caregiving and household responsibilities” says Mr Bryan Tan, CEO, Centre for Fathering, MUMs for Life and DADs for Life. “These fathers have impacted their families through their greater involvement which in turn built closer relationships with their children and strengthened their marriages. Even as we move into the endemic season, fathers will continue to play a key role in supporting both their children and spouses as they adapt to this “new normal”.

“It is important for us to show appreciation to all fatherly figures who have taken up the mantle to support their families in unique ways especially during the pandemic where they become more involved. Strong and stable families are the bedrock of our society. This Father’s Day, we want to celebrate the positive difference dads make in the home, from creating a safe and nurturing environment for growth to making the commitment to invest in family time,” said Mr Ishak Ismail, Chairman of Families for Life Council.

“Mediacorp is delighted to join our partners again this year to honour fathers and the important roles they play in our lives. Leveraging our creative talents and resources, we will be lining up an exciting slew of activities and events for Celebrating Fathers 2022, which I am sure dads and their families will have plenty of fun at!” said Mr Parminder Singh, Chief Commercial and Digital Officer, Mediacorp.

Dad’s Day Out 2022

Dad’s Day Out 2022 Challenge @ Sentosa will once again be the key highlight and culminating point of the Celebrating Fathers series of activities this year, after a two-year hiatus due to COVID-19. This year’s Dad’s Day Out is organised in partnership with Sentosa Development Corporation’s Zentosa Fest - Singapore’s first wellness island festival celebrating health and wellness amidst Sentosa’s scenic environment.

A family challenge offers participants a fun-filled adventure on Father’s Day weekend at Sentosa! On 18 and 19 June 2022, family teams will go to designated pitstops around the island to complete tasks incorporating various elements of a healthy and resilient family lifestyle such as building sandcastles, doing family yoga poses and exploring various trails. Up to 2000 families who complete the activities will get a goodie bag!

At one of the stations, participating families will be invited to pledge their commitment to greater family and personal wellness by symbolically tying a ribbon to the suspension bridge that leads to the Southernmost Point of Continental Asia. Some 5,000 ribbons are expected to line the bridge, a symbol of the collective commitment by participants, and will be repurposed into decorative items after the event.

“Over the past two years during the pandemic season, families have spent much of their time cooped up at home. This is the first Father’s Day since we entered the endemic season and with the relaxed social distancing measures, it’s a great opportunity for families to spend time having fun outside the home. We hope that Dad’s Day Out 2022 will give families, who have been under much stress the past two years, an opportunity to relax and have fun together outdoors,” added Mr Tan.

Other Events and Special Deals

Kicking off the Celebrating Fathers line up of events was the National Family Week @ Suntec with Families for Life on 4 and 5 June 2022. The weekend included exciting family activities such as terrarium making to giant Jenga and Becky Bunny's Adventures.

On the morning of 10 June 2022, Centre for Fathering and DADs for Life organised a special FamilyTrees Father's Day Edition in collaboration with National Parks Board. Thirty families with children below 3 years old commemorated the birth of their children by planting a tree at East Coast Park.

Also part of the Celebrating Fathers line up was a multi-sport family event on 11 June 2022 at National Stadium, organised in collaboration with Active Parents. Activities included dance fitness, athletics and football for parents and children between 5 to 12 years old.

Special DADs for Life, a support group for fathers with children of special needs, organised a football clinic for fathers and their children with special needs on 12 June 2022. The event was held in partnership with the Football Association of Singapore and Balestier Khalsa Football Club.

Families will also enjoy special deals offered by merchant partners supporting the Celebrating Fathers initiative.

Visit www.celebratingfathers.sg for more details on Celebrating Fathers.

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Reference 1: <https://www.forbes.com/sites/agnesuhereczky/2020/06/20/staying-at-home-during-the-pandemic-has-gotten-men-to-do-more-housework-and-childcare-what-impact-will-this-have-on-workplaces-post-covid/?sh=8f7356e27183>

Reference 2: <http://www.fatherhoodinstitute.org/2021/fathers-seek-more-home-flexible-working-to-maintain-covid-transformation-in-childcare/>

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 fathers and children towards each other by inspiring fathers strengthen families by being good 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.

About Families for Life (FFL)

The Families for Life (FFL) Movement aims to building strong and resilient families. The FFL Movement rallies like-minded individuals, families and organisations to strengthen family bonds through large-scale events, national celebrations and online digital campaigns.

FFL365 offers a suite of complementary evidence-based parenting and marriage programmes while FFL Parenting is an online repository of localised, research-backed parenting resources. FFL also runs Parent Support Groups, particularly for those with preschool children. FFL@Community brings all these offerings to local communities.

Visit <https://familiesforlife.sg> for tips, resources and interesting family activities as well as a wide range of meaningful volunteering opportunities as FFL volunteers.

About Year of Celebrating SG Families (YCF)

YCF is led by the Families for Life (FFL) Council with support from the Ministry of Social and Family Development and the Alliance for Action to Strengthen Marriages and Family Relationships (AFAM). It is a whole-of-society movement which celebrates the importance of our families.

The YCF logo is based on the design of a tree and celebrates the deep-rooted bonds that families in Singapore enjoy. Presented in the shape of a person with arms outstretched and feet on the ground; the tree signifies the values of strength, stability, rootedness, and the generations that comprise a family. The deep roots represent strong foundations that children need to grow up with. The leaves are in vibrant and colourful hues; each representing the four family values of love, care and concern, commitment, and respect; and highlighting the unyielding shade, protection and care that families provide. Generations to come will continue to enjoy its shade, flowers, and fruits for sustenance. For more information, please visit <https://go.gov.sg/celebratingsgfamilies>.

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.

About Mediacorp

Mediacorp is Singapore's national media network and largest content creator. Its purpose is to create engaging and trusted content, as well as to connect communities and inspire people. Mediacorp engages over three million people in Singapore daily across four languages on its digital platforms including meWATCH, meLISTEN and CNA.asia, six TV channels and 11 radio stations. Beyond Singapore, Mediacorp also has a growing international audience through CNA and content distributed across markets.

With a focus on nurturing talent and growing the sector, the company is committed to investing in nation-wide initiatives like Star Search, Anugerah, Yaar Antha Star and SPOP, commissioning a wide variety of work from local content creators, and collaborating with institutes of higher learning. As Singapore's first local Multi-Channel Network in partnership with YouTube, Mediacorp is also committed to developing a network of digital content creators.

For advertisers, Mediacorp has partnered industry-leading brands like ESPN, Mothership, Popcorn, theAsianparent, VICE, YouTube and 99.co to form the Mediacorp Digital Network in offering more effective content-driven solutions.

Mediacorp is the recipient of industry accolades including New York Festivals, World Media Festivals, PromaxBDA (World and Asia) and Asian Academy Creative Awards. For more information, please visit mediacorp.sg.