

For Immediate Release

**Mother's Day: Close to 300 Incarcerated Fathers and Sons to Honour their Wives
and Mothers with Handwritten Cards**

Singapore, 13 May 2023 – This Mother's Day, the Centre for Fathering, MUMS for Life and the Singapore Prison Service (SPS) are jointly enabling incarcerated fathers to honour the mothers of their children and their own mothers.

For the first time, close to 300 incarcerated sons and husbands will be taking part in this initiative by writing notes of appreciation on Celebrating Mothers cards which will then be passed to their families so that their mothers and wives can be surprised during this Mother's Day.

“Family is one of the key pillars to motivate and strengthen an offender's resolve to desist from a life of crime and return as a responsible member to his family. Through this collaboration, our inmates are able to show their appreciation to their own mothers and wives, who have played a big role in bringing them and their children up, especially when they were not able to fulfil their roles as sons or husbands because of their wrongdoings. We hope that this is one of the many steps that our inmates continue to take to become better fathers, sons and husbands,” says SUPT Hatsuee Foo, 2nd Superintendent of Institution B4, Singapore Prison Service.

MUM's Day Out to Celebrate Mums

Mums work tirelessly day in and day out, have no days off and rarely get the appreciation they deserve. They are our unsung heroes, advocates, protectors, confidants and friends, all in one.

To honour and celebrate Mum's contributions to families, Centre for Fathering and Mums for Life (MfL), in collaboration with Families for Life (FFL), are organising a campaign themed Celebrating Mothers: Empowering and Enabling MUMs which features a photo contest and activities during a MUM's Day Out event at Gardens by the Bay on 13 May 2023.

This Mother's Day initiative aims to celebrate, recognise and encourage mothers for their tireless efforts in the parenting journey. By honouring Mums in the community, the initiative encourages Mums to be empowered and enabled. Mums can then partner Dads as co-parents to build stronger families.

The celebrations kicked off on 22 April 2023 with Capture a MOM-ent, a photography contest which aims to capture family moments with Mums. On Mother's Day (13 May 2023), families can enjoy a picnic, including fun interactive activities and stage performances at Gardens by the Bay, West Lawn. There will also be various parent-child activities to provide families with bonding opportunities.

"Mothers have always played an outsized role in most households. It is a very challenging role and their efforts are often not appreciated enough. As society evolves and expectations change, we want to play a part to change old stereotypes," says Mr. Bryan Tan, CEO, Centre for Fathering, DADs for Life and MUMs for Life.

"Parenting should be a shared responsibility, both within and beyond the household. While it certainly remains a challenging task, we want to encourage all parents to capitalize on our wide network of community support and readily available resources. All in all, we hope to make the parenting journey rewarding and fulfilling in Singapore."

Mr Ishak Ismail, Chairman of Families for Life Council said, “We are happy to partner MUMs for Life and CFF in today’s event to honour all mothers for the important roles they play in nurturing children and taking care of the family. When families are strong and stable, they lay the foundation for a strong society, and provide an enabling environment for our children to thrive. I hope that all families will make the time and effort to strengthen our relationships. As we celebrate the National Family Week this June, I encourage all of us to participate in our wide range of activities catering to families with different interests, and take the opportunity to create special family moments together.”

MUMs for Life supporting Mums

Since 2021, MfL has reached out to over 3000 mothers and families, and has formed over 30 mother support groups. To enhance community support for Mums, MfL will be ramping up its digital content roll-out, starting with – *Take A Moment* – a short video series which seeks to inspire and encourage all Mums, while at the same time, drive home the message that they are not alone in their journey and a network of community support is readily available.

For more information about MUMs for Life, go to www.fathers.com.sg/mumsforlife.

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 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.

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 & 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 (FFL) Movement was established by the Ministry of Social and Family Development (MSF) in 2014 to build strong and resilient families. It is led by the FFL Council, and rallies like-minded individuals, families and organisations to strengthen family bonds through events, campaigns, and marriage and parenting programmes.
- FFL's signature initiatives are:
 - National Family Week – a pinnacle celebration of the importance of families held every first week of June, with family bonding activities throughout Singapore.
 - FFL@Community – localised initiatives that will be rolled out in each of the 24 towns to strengthen family relationships. These include marriage preparation and mentoring, parenting and grandparenting programmes, and parent peer support groups.
 - Family Values inculcation – promote family values (love, care and concern, commitment, respect) to children and their families through the FFL mascot Becky Bunny and engaging activities such as games, stories and drama.

Visit www.familiesforlife.sg for tips, resources and interesting family activities as well as a wide range of meaningful volunteering opportunities. For more information on National Family Week 2023, please visit <https://go.gov.sg/nationalfamilyweek-2023>

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