

13 September 2015

MEDIA RELEASE

To News Editors

NSMEN AND THEIR FAMILIES BOND AT SAFRA CELEBRATION RUN & RIDE DESPITE THE HAZE

Sentosa was abuzz this morning as Operationally Ready National Servicemen (NSmen) and their families turned up for the SAFRA Celebration Run & Ride despite the haze.

With the 3-hour PSI hovering within the unhealthy range, SAFRA decided to convert both the 5-kilometre celebration run and the Families for Life 1.5-kilometre run into walks to avoid strenuous outdoor physical exertion. Participants were informed of the decision early in the morning through SMS notification and updates on the SAFRA Facebook and event webpage. Participants were also advised to walk at their own pace, while those who were not feeling well were discouraged from participating.

Major-General Perry Lim, Chief of Defence Force and member of the SAFRA Board of Governors, graced the event as Guest of Honour and joined in the event's 5-kilometre celebration walk. He also flagged off the event's Families for Life 1.5-kilometre walk.

Organised by SAFRA in partnership with the Families for Life Council, the SAFRA Celebration Run & Ride was aimed at bringing families together to bond through a day of fun and also celebrate Singapore's unique way of life.

Participants of the 5-kilometre celebration walk were greeted by a host of cultural performances and familiar Singapore icons along the running route, such as the 'Samsui Woman', 'Mata Mata' (policeman), 'Kachang Puteh Man' and 'Summon Aunties', in celebration of Singapore's rich cultural heritage and unique sights and sounds.

With both walks winding through Universal Studios Singapore, participants also got to meet their favourite characters such as Frankenstein, the Minions from DESPICABLE ME, Puss In Boots and friends from Sesame Street.

Out of the over 7,500 registrants, SAFRA estimated that about 5,500 participants turned up for the 5km celebration walk and Families for Life 1.5km walk.

The event also featured a whole day of unlimited rides at Universal Studios Singapore at Resorts World Sentosa. In view of the haze, SAFRA and Universal Studios Singapore also pulled out the stops to allow participants to collect their Universal Studios Singapore ticket on an alternative date and extended its utilisation period till end of October 2015 if they preferred not to turn up for the event or for the rides today.

Brigadier-General (NS) Tung Yui Fai, Director of National Service Affairs, Ministry of Defence, and Vice President of SAFRA, said: “NSmen have contributed greatly to Singapore’s progress over the last five decades. This unique event is among a string of activities and special promotions that SAFRA has rolled out this year to show our appreciation for NSmen and create more opportunities for them to bond and make lasting memories with their families and loved ones.”

Major (NS) Andy Tan Heok, Chairman of the SAFRA Celebration Run & Ride Organising Committee, said: “Singaporeans have a unique way of life and there is much we can be proud of, such as our multi-cultural society and rich heritage. These are values that we want to celebrate and we want NSmen who are fathers to pass on to the next generation. Hence, we have a variety of highlights along the route to showcase this. At the same time, we opted for a lighthearted look at interesting icons and symbols of Singapore.”

Mr Ching Wei Hong, Families for Life Council Chairman said: “We are delighted to see the great turnout and strong support from NSmen and their families in the Families for Life 1.5km walk. Working alongside SAFRA, we hope to inspire even more NSmen fathers to regularly set aside time to bond with their families. A simple activity, similar to this morning’s walk, can be incredibly rewarding and rejuvenating for the entire family.”

About SAFRA National Service Association

SAFRA was formed in 1972 to provide for the social and recreational needs of NSmen and their families through quality sports, social, educational and cultural programmes to recognise NSmen for their contributions to National Defence. SAFRA currently has a network of five clubs conveniently located in Jurong, Mount Faber, Tampines, Toa Payoh and Yishun. Complementing the modern facilities at SAFRA clubs is a host of quality membership benefits and activities specially packaged for over 350,000 members and their families.

About the Families for Life Council

Families for Life’s vision is to build strong and resilient families because that makes for stronger communities and better individual well-being. Through engaging Singaporeans about families and providing platforms for family bonding, we aim to inspire Singaporeans to be committed to their families. The Families for Life Council is headed by Mr Ching Wei Hong, Chief Operating Officer, OCBC Bank. For more information, please visit www.familiesforlife.sg and www.facebook.com/familiesforlife.sg.

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**SAFRA CELEBRATION RUN & RIDE
SUNDAY, 13 SEPTEMBER 2015**

FACT SHEET

Event Details

Date: Sunday, 13 September 2015

Venue: 5km Run Flag Off at Sentosa Boardwalk
1.5km Run Flag Off outside S.E.A. Aquarium

Categories and Registration Details

Total Number of Registrants: 7,508

Categories	Registration Numbers
5km Run	1,874
5km Run & Ride	2,621
Families for Life 1.5km Run & Ride	3,013

Highlights of the 5km Run Category

- Bhangra Dances
- Malay Kompang
- Merlion Mist Way
- 'Run with a Smile' Gantry
- Chinese Drum
- 'Samsui Woman'
- 'Kachang Puteh Man'
- Belly Dances
- Physical Training Instructor
- 'Summon Aunties'
- 'Mata Mata'

Characters at Universal Studios Singapore

1. Anubis Guards
2. Frankenstein
3. Kitty Softpaws
4. Minions from DESPICABLE ME
5. Madagascar
6. Nile Princess
7. Puss In Boots
8. Sesame Street
9. Shrek & Princess Fiona
10. TRANSFORMERS
11. Winnie Woodpecker
12. Woody Woodpecker

Carnival Activities at The Coliseum

- Bouncy Castle
- Lucky Draw
- Mascots Interaction
- Photo Wall
- Redemption of Universal Studios Singapore Tickets
- Stage Performances and Games
- Sponsors Booths

Sponsors and Partners

In Partnership with	Resorts World Sentosa	
	Sentosa Development Corporation	
Official Product Sponsors	Official Card	MasterCard Asia/Pacific Pte Ltd
	Official Sports Partner	Skyventure VWT Singapore Pte Ltd
	Official Apparel	Key Power International
	Official Hydration Sponsor	F&N Interflavine Pte Ltd
	Official Timer	Crystal Time (S) Pte Ltd
	Official Radio Stations	Power 98FM; Jia88.3FM
	Official Men's Body Wash	Kao Singapore Private Ltd
	Official Cinema Partner	Shaw Theatres
	Official Partner	Zen'Yu Pacific Pte Ltd
	Official Partner	Bayer (South East Asia) Pte Ltd
	Official Partner	Dojo Fusion
Official Online Media	Sports Rocket Group LLP	
Supporters	Kidz Amaze; Families for Life; Shaw Foundation	