

PRIVATE & CONFIDENTIAL

MEDIA RELEASE



Event Date: Saturday 7 January 2017

Subject: PPIS Family Day 2017

Instructions: Embargoed until after event

Singapore, Saturday, 7 January 2017. In celebration of its 65th year in community services, PPIS is privileged to have the presence of Associate Professor Dr Yaacob Ibrahim, Minister for Communications and Information, Minister-in-charge of Cyber Security and Minister-in-charge of Muslim Affairs, and some 200 staff and their families at the PPIS Family Day 2017 held at East Coast Park, Casuarina Grove.

The theme for this family event is *Journey With You* and it signifies PPIS' growth and journey in serving the community. It is also a way to thank staff and their families for their dedication and support throughout the years. Through this event, PPIS hopes to spread love and foster stronger relationships between colleagues as well as families, an objective that is in line with the new vision and mission, '*A Compassionate Organisation Connecting Communities*'.

Guest-of-Honour, Associate Professor Dr Yaacob Ibrahim officiates the launch by signing the 65th anniversary logo with the President and CEO of PPIS.

This event also marks the start of PPIS' 65th anniversary celebrations with activities and events lined up for the year, including the revival of past programmes and new collaborations such as the first ever PPIS Blood Donation Drive in commemoration of International Women's Day and a forum for young Muslim women. In the spirit of giving back, PPIS hopes to not only engage the community, but also staff and members in the celebrations.

President of PPIS, Ms Rahayu Mohamad says, "Since our inception in 1952, I am proud to say that PPIS has grown to become a Muslim women's organisation that is for the community. We are always looking into areas that continue to impact women and their families such as successful ageing, caregiving and supporting foster families. As witnesses to our commitment, I would like to call out for more volunteers to join us in serving and empowering the community."

Up next in the celebratory line-up is the inaugural parenting forum, *Ibubapa.sg* organised by PPIS As-Salaam on Saturday, 4th February. Titled *Ibubapa Selamanya - Melayari Cabaran Keibubapaan*, the event is expected to welcome more than 300 guests consisting of divorced and single parents. The centre hopes to increase public awareness on its Divorce Support Specialist Agency (DSSA) services and impart knowledge on the participants on ways to address co-parenting challenges after a divorce.

The series of activities and events will culminate with a celebration ‘family’ dinner in November this year, where PPIS will be honouring all its stakeholders – staff and their families, past beneficiaries and clients as well as supporters who have PPIS close to their hearts. The organisation will present its milestones of past achievements and future plans in ensuring the betterment of the community.

For this PPIS Family Day 2017 event, Associate Professor Dr Yaacob Ibrahim will be available for a doorstep interview at the event after the stage programme.

Guest of Honour:

Associate Professor Dr Yaacob Ibrahim

Minister for Communications and Information, Minister-in-charge of Cyber Security and
Minister-in-charge of Muslim Affairs

Event Location:

Date: 7 January 2017

Location: East Coast Park, Casuarina Grove

Time: 1500 – 1830 hours

GOH will arrive at 1700 hours

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About PPIS

Founded in 1952, PPIS (Persatuan Pemudi Islam Singapura or Singapore Muslim Women’s Association) is non-profit organisation focused on community services. We are dedicated to working with women of all ages in carrying out their multiple roles in society. PPIS runs three core community services namely Family Services, Student Care and Early Childhood Education (ECE). With 15 centres islandwide, both services work together to provide a quality and holistic support as well as developmental programmes for women and their families.

For more information, please visit: <http://www.ppis.sg>