

EMBARGOED TILL 1 APRIL 2017, 2PM

Date: Saturday, 1 April 2017

Event Name: *Just The Girls – Everyday Girls, Extraordinary Possibilities*



Singapore, Saturday, 1 April 2017. The Singapore Muslim Women's Association (PPIS) hosts 150 teenage girls at its inaugural '*Just The Girls!*' event at SCAPE, a half-day event filled with fun, education, inspiration and new possibilities. '*Just The Girls!*' is an extension to one of PPIS' signature projects, '*Symposium Wanita Public Talks*' and is specially organised for girls aged 14 to 19 years of age.

Almost all girls in this age range are concerned about their appearances and outer image, especially so in the current digital era. Living in a world where reality can be edited, they can be easily influenced negatively which affects their self-esteem. Hence, this year's theme of '*Everyday Girls, Extraordinary Possibilities*' focuses on the idea of projecting self-confidence in the physical sense and through social media, underlining the importance of being confident with oneself and that beauty is from within.

"We hope that through this event, the girls will learn how to build their self-confidence and empower themselves in being the best that they can be and be an active citizen in creating their own network as well as being a person of positive influence to others". Ms Rahayu Mohamad, President PPIS, had this to add.

Ms Farisha Ishak, Singer-Songwriter and Winner of Final 1, also says, "I hope that I'll be able to relate to the girls by sharing my experiences with them. I want them to know that they're not alone in facing the challenges of growing up and chasing their dreams. As someone who is still chasing hers, I hope to inspire them to keep fighting for their dreams and to be unafraid of the obstacles that come their way."

Through this event, the organisation hopes to inspire young women and girls living ordinary lives to create their own extraordinary stories through positive messaging, role modelling and making the best of life experiences.

The two main highlights of this event are:

- The Experience! - Interactive hands-on booths for participants to explore various activities and interest groups beyond social media like learning proper make-up skills, trying basic yoga and even writing calligraphy.
- Girl Talk! – Short TED-style talks by familiar personalities and individuals (role models) to inspire the participants and show that, like them, they too can achieve their own extraordinary.

This forum is part of a string of events lined up throughout the year in celebration of PPIS' 65th Anniversary.

Guest of Honour:

Ms Rahayu Mahzam

Member of Parliament, Jurong GRC

Speakers:

Adlina Anis (Designer and Director at Adlina Anis)

- First Impressions; It's not just about a Beauty

Norliza Kassim (Head of Digital Engagement and Content, Global Digital Marketing)

- How to use a Personal Brand as a skill to succeed

Farisha Ishak (Student and Singer-Songwriter, Final 1 Champion)

- You are Enough

Event Location:

Date: Saturday, 1 April 2017

Location: SCAPE, Orchard Road – The Ground Theatre

Time: 1400 – 1700 hours

GOH will arrive at 1420 hours

For any media inquiries, please contact:

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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 16 centres islandwide, the services work together to provide a quality and holistic support as well as developmental programmes for women and their families.

About PPIS Training & Consultancy

PPIS Training & Consultancy (T&C) was established in 2010 to formally run a comprehensive range of training programmes and consultancy services, from one-day courses to large scale learning and networking events.

Combining our ground experience with professional training methodologies designed to raise professionalism, increase competencies and effectiveness, PPIS T&C offers a comprehensive training portfolio designed to help clients improve communication, bridge cultural understanding and have a better appreciation of the Malay-Muslim community, worldview and practices.

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

Past PPIS 65th Anniversary events

- PPIS Family Day 2016
- Forum 'Ibubapa Selamanya': Melayari Cabaran Keibubapaan Bersama Selepas Perceraian or 'Parents Forever' Forum: Navigating the Challenges of Co-Parenting After Divorce
- International Women's Day 2017: PPIS Blood Donation Drive