

Date: Saturday, 21 April 2018

Event Name: PPIS *Just the Girls!* 2018: *'Followers, Friends and Haters'*

Singapore, Saturday, 21 April 2018. PPIS Training & Consultancy (T&C) hosted some 100 girls aged 14 to 19 years old, during its *Just the Girls!* event at SCAPE The Ground Theatre this afternoon. Officiated by Guest-of-Honour Mdm Rahayu Mahzam, Member of Parliament, the exclusive all-girls returns for the second time in the organisation's bid to continue inspiring, engaging and empowering young women in Singapore with this year's theme of *'Followers, Friends and Haters'*.

The National Youth Council (NYC) 2017 Statistics has revealed that most teenagers spent 90% of their time using social media such as Facebook, Instagram and Snapchat. It was also highlighted that more than half of Instagram and Snapchat users in Singapore were females below the age of 34 years old.

As youths grow, the importance of peer relationships also increases. They are exposed to the vast information they see online and begin to gain more independence in making their own choices. They have the liberty and ability to create their own identities, where they are able to choose their friends, who to follow on social media and create intimate relationships with.

This year's theme, *'Followers, Friends and Haters'*, hopes to educate young women in changing their perceptions through positive messaging and role modelling beyond social media.

Spending proportionally less time with families, youths turn to technology and social media as a source of reference or affirmation on almost everything online. An example would be how youths, especially girls, are instantly captivated by the lifestyles of online influencers. This becomes a worry when they begin to develop their own ideas and self-perceived social acceptance at that age.



Ms Rahayu Mohamad, President of PPIS said, “We hope that from listening to life experiences shared by our invited speakers and interacting with the different booths here, the girls acquire knowledge and valuable insights on the different ideas beyond social media that they can engage in to attain a wholesome balance in their well-being and healthy lifestyle.”

She also hopes that parents are able to play their part in helping their young children to discover hidden talents as well as be the source of support and encouragement for them in their growing stages.

Main highlights of the event include the ‘*Girl! Talk*’ segment where familiar personalities and individuals (role models) shared valuable life experiences and ‘*The Experience!*’ where participants are given the opportunity to explore various activities such as fitness, stitching and volunteer work at more than ten interactive booths.

“I believe that it is important for youths, not just girls, to take responsibility and learn social media etiquette like not oversharing personal information and treating others with respect and kindness the same way they would offline. Social media helps to form unique bonds and make connections beyond simple conversations, so when people are rude or unkind, it makes it a less fun thing to do,” said Mr Bakti Khair, who also performed his new song titled ‘*Boleh Diam Tak*’ (Please Be Quiet) which focuses on the popular saying: “*If you don't have something nice to say, don't say anything at all.*”

Just the Girls! was inaugurated in 2017 with the theme of ‘*Everyday Girls, Extraordinary Possibilities*’, which aims to inspire young women living ordinary lives to create their own extraordinary stories through positive messaging, role modelling and making the best of life experiences.

**Guest-of-Honour:**

Ms Rahayu Mahzam

Member of Parliament for Jurong GRC

Event Details:

Date: Saturday, 21 April 2018

Venue: SCAPE, The Ground Theatre, 2 Orchard Link #04-01 Singapore 237978

Time: 2.00pm – 5.00pm (GOH will arrive at 2.30pm)

The event will be held in English.

Girl Talk! Speakers

Miss Nur Farhana M Noor, Actress and Host

- *It is possible to be socially successful without being broadly popular.*

Miss Nyla Esman, Student

- *Dealing with haters*

Mr Bakti Khair, Vocalist and Composer

- *Social influencers have their bad days too.*

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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 island wide, 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 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>.