

MEDIA RELEASE

PPIS Baju Kurung-for-All – *Recreating Warmth during Hari Raya Aidilfitri*

Singapore, Thursday, 21 May 2020. This year's Hari Raya Aidilfitri celebrations will undoubtedly be different given the current Covid-19 pandemic and the implementation of the circuit breaker. In light of this, PPIS organised a #OnePPISCares community initiative, PPIS *Baju Kurung-for-All*, aimed at lifting the spirits of our beneficiaries as they celebrate Hari Raya Aidilfitri during such trying times.

As part of the PPIS *Baju Kurung-for-All* initiative, PPIS distributed 372 sets of *baju kurung* for men and women to 119 families from our various social service centres, namely: PPIS INSPIRASI, PPIS As-Salaam Family Support Centre, PPIS Oasis and PPIS Family Service Centre (West). The sets of *baju kurung* were kindly sponsored by Begum Boutique – a boutique that specialises in designing *baju kurung* for various occasions such as Hari Raya celebrations, weddings and engagement ceremonies. Additionally, 90 bottles of cookies that were sponsored by DEWI@SMCCI were distributed along with the *baju kurung*. They will be delivered to our beneficiaries' homes from 19 May 2020 to 22 May 2020.

Mdm Fadilah Majid, Vice-President of SMCCI and Chairman of DEWI@SMCCI, said, "As part of the 'Dewan Gives Back' effort, DEWI@SMCCI has always strived to add a personal touch to our efforts. We hope that the provision of the Hari Raya treats to beneficiaries will bring some festive cheer and respite through these challenging times."

As Hari Raya Aidilfitri still falls within the circuit breaker period, it is all the more important for members of the Malay/Muslim community to be mindful of celebrating Hari Raya in a safe and responsible manner. The Islamic Religious Council of Singapore (Muis) released a statement on 15 May 2020 informing that all Muslims in Singapore are to abide by the national restrictions on gatherings in public and private spaces, and therefore refrain from traditional Hari Raya visits and gatherings across households.

PPIS recognises the unique situation that the Malay/Muslim community faces during this year's Hari Raya celebration. However, we believe that the spirit of Hari Raya can only be strengthened



by the resilience of our community. Mdm Rahayu Mohamad, President of PPIS, shared, “In the face of the Covid-19 situation, PPIS hopes to add some warmth to our beneficiaries during the festive period. It is our hope that, in doing so, the Hari Raya celebrations this year will remain as meaningful as they have been in previous years. Now, more than ever, we must cultivate compassion towards one another and gratitude for the blessings in our lives, and we hope to be able to do so through this initiative.”

Mdm Nooraini Mohammad Razak, Centre Manager of PPIS Family Service Centre (West), said, “This initiative is a beautiful surprise for families who would have otherwise been unable to purchase their own *baju kurung* due to their financial situations amidst the Covid-19 situation. We are also very thankful to Begum Boutique for providing multiple sizes and outfits for both men and women, and even for the young ones! This way, everyone in the family received a gift of their own.”

One of our beneficiaries from PPIS Family Service Centre (West), Muhammad Irwan Shah Bin Mohd Salim, also shared how grateful he was for the *baju kurung*. He said, “I was not expecting to wear any new *baju raya* this year. I would like to thank PPIS for giving me and my family the chance to wear new *baju kurung* this year.”

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About PPIS

Founded in 1952, PPIS (*Persatuan Pemudi Islam Singapura* or Singapore Muslim Women’s Association) is a non-profit organisation focused on services for women, family and children. Our focus is on 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 quality and



holistic support as well as developmental programmes for women and their families across the different phases of their lives.

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