



**EMBARGOED TILL 28 OCT 2021, 6.00PM**

**MEDIA RELEASE**

### **New brand for PPIS Child Development and Student Care Centres**

**Thursday, 28 October 2021.** All Singapore Muslim Women's Association (PPIS) Child Development Centres and PPIS Student Care Centres have adopted a fresh and differentiated identity, and will be known as 7oaks Preschool and 7oaks Student Care respectively. The new 7oaks identity is aimed at building a stronger brand that will attract a diverse group of students as well as early childhood talents to further strengthen the educational experience PPIS offers. (Please see **ANNEX A** for the new logos).

In 1983, PPIS opened its first kindergarten with a simple goal in mind – to provide quality education. This objective has allowed PPIS to shape generations of thought-leaders and skilled individuals, in efforts to realise its larger mission of inspiring women and strengthening families. Today, with more than 30 years of experience, PPIS operates seven preschools island-wide, with a total of 800 children. As one of the pioneering Early Childhood Education (ECE) providers, with particular prominence within the Malay/Muslim community, PPIS has quickly grown to become the go-to brand for many parents.

Similarly, PPIS Student Care Centres (SCCs) started off as a Before and After School Care (BASC) service in 1989 as part of the PPIS Single Parent Family Service Centre at Ubi. Spurred by the need to address the number of latchkey children in the Malay/Muslim community, PPIS SCCs have since grown to become a safe, second home to every child who walks through our doors, offering busy parents peace of mind knowing their children are in safe hands. Presently, PPIS operates two centres offering Student Care.

PPIS took a pivotal step to professionalise its ECE and Student Care in 2016 and 2019 respectively. Through the formation of 7oaks Pte Ltd (7oaks) to oversee its entire operations and growth, PPIS' children services became better-equipped to cater to the changing demographics and expectations of the new generation of parents. All seven early childhood education centres are SPARK accredited.

PPIS President, Mdm Hazlina Abdul Halim says, "PPIS remains committed to offering good quality early childhood education at an affordable rate to everyone. We will continue to refresh and reinvent ourselves and keep toe-to-toe with evolving trends to remain ahead of the curve.

Our work in uplifting women and building resilient families, starts from young through early education. We do this by providing a holistic programme and a safe and conducive environment to equip children with interdisciplinary learning, social and life skills, as well as moral values, which help them grow to be well-rounded individuals.

Ms Saqila Binte Ismail, whose child is enrolled in PPIS Preschool comments, "The new brand – 7oaks resonates well with the current values and goals of PPIS' preschool education. My child is constantly exposed to many creative activities in her preschool and her self-confidence has grown significantly. She is able to articulate what she learns in school and is always eagerly looking forward to the next day. Additionally, the curriculum at PPIS has helped allay our fears on her impending transition to the next phase of her schooling life."



**For media inquiries, please contact:**

Sabariah Aris (Corporate Communications)

O: 6744 0258

M: 9144 7476

E: [sabariah.aris@ppis.sg](mailto:sabariah.aris@ppis.sg)

**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.

**About 7oaks**

7oaks is an education management consultancy incorporated by PPIS in the second quarter of 2016, specialising in the management of Early Childhood Education centres. Its expertise covers the full spectrum of running childcare centre operations, finance, human resource management, talent development and marketing, as well as setting up of turnkey centres.

7oaks is one of PPIS' initiatives to support the organisation's continuous growth while providing community-building services. With the increasing demand for services in the social sector, 7oaks is an enabler for PPIS to build its organisational capability and fulfil the organisation's aspiration to serve the community and nation.

For more information, please visit: [www.7oaks.sg](http://www.7oaks.sg) .

**ANNEX A**

New 7oaks Preschool logo



New 7oaks Student Care logo

