

[FOR IMMEDIATE RELEASE]

Media Release



13 October 2024

News Editor

**FROM GENERATION TO GENERATION:
CELEBRATING 20 YEARS OF FAMILY BONDING IN
SOUTH WEST DISTRICT**

- **South West CDC celebrates 20 years of engaging families through Baby Blisscard and bonding families through Family Bliss @ South West**
- **Partners and merchants offer suite of family-centric benefits for residents, ensuring a holistic approach to family care and development**

The South West District will be celebrating 20 years of engaging families through Baby Blisscard at the Family Bliss @ South West Carnival 2024 with the launch of the Family Bliss @ South West initiative. Deputy Prime Minister and Minister for Trade and Industry Mr Gan Kim Yong and Senior Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry, and Mayor of South West District Ms Low Yen Ling will launch the Family Bliss @ South West initiative at the Carnival. Family Bliss @ South West comprises pro-family perks and activities such as wellness webinars and workshops and a series of roadshows in the community to further strengthen family connections and encourage intergenerational bonding.

2 Designed to strengthen family bonds across all age groups, from infancy to senior years, Family Bliss @ South West will see local merchants, community partners and corporate partners coming together to offer exclusive benefits such as insurance

coverage, educational trial classes and wellness product samples, tailored to residents at different life stages. For instance, under the AIA GoodFamily Protect Cover, AIA will be offering free 6 months accident and dengue coverage insurance for South West residents. Popular brands like Comvita Manuka Honey, Nature's Way and Sakae Sushi will be offering free redemptions like vitamins and tamago sushi. Please refer to **Annex A** for the full list of fringe activities and participating merchant booths at the event.

3 To enhance accessibility, these benefits will also be showcased through roving roadshows, bringing valuable resources and opportunities directly to residents' neighbourhoods. Each household can sign up for the benefits via a Family Bliss @ South West E-Card membership, as long as they are a Singaporean or Permanent Resident residing in the South West District. The E-card will be hosted on The Good Parent's website, a parent resource portal by The Social Equity, a local social enterprise. Residents can register for the E-card at <https://qrco.de/TGPMembers>. *(Please note that the link will only be live 1 hour before the launch event.)*

4 Deputy Prime Minister and Minister for Trade and Industry Mr Gan Kim Yong said, "Families play a significant role in our society. When families thrive, societies flourish. I encourage families to make full use of the resources and activities offered by the Family Bliss @ South West programme to strengthen your bonds and grow as a family."

5 Mayor Low Yen Ling said, "The Family Bliss @ South West initiative is an expansion of the successful Baby Blisscard programme. With the help of our partners, we have curated a comprehensive range of practical resources and services to equip young parents with tips and skills and boost their family life. As a community, we hope to support and meet the needs of young families and give them opportunities to nurture and form healthy and strong family ties that will form a strong foundation for life."

6 The CDC's commitment to fostering an inclusive and pro-family community is evident from the Baby Blisscard @ South West programme. Since its inception in 2004, more than 15,000 families in the South West District have applied for the Baby Blisscard, celebrating newborns in the district with a unique, personalised EZ-link card.

Mr Ang Huo Yan, a resident in Brickland, was delighted to register his two-year-old son for the Baby Blisscard. "This limited-edition EZ-Link card featuring my son's photo will hold a special place in my heart. It will serve as a cherished memento when he grows up, allowing us to reminisce about the fond memories of his childhood."

7 Details of the event are as follows:

Event : Family Bliss @ South West Carnival 2024

Date : 13 October 2024

Time : 11.00 am to 3.00 pm **(Media is invited at 10.30 am)**

Venue : SAFRA Choa Chu Kang
28 Choa Chu Kang Drive
Singapore 689964

Guest of : Mr Gan Kim Yong

Honour Deputy Prime Minister and Minister for Trade and Industry
Adviser to Chua Chu Kang Grassroots Organisations

Host : Ms Low Yen Ling
Mayor of South West District

8 Photos for the **Family Bliss @ South West Carnival 2024** may be downloaded from the following [link](#). For more information, please contact our Media Liaison Officers below.



Deputy Prime Minister and Minister for Trade and Industry, Mr Gan Kim Yong and Mayor of South West District, Ms Low Yen Ling launching the Family Bliss @ South West initiative, alongside Ms Karen Wong, BBM, Chairman of the South West CDC's Family and Community Resilience Committee and Ms Jenny Wee, PBM, Founder of The Good Parent and The Social Equity.



South West CDC celebrated 20 years of engaging families in the South West District through the Baby Blisscard programme at the Family Bliss @ South West Carnival 2024.



Participating merchants of the Family Bliss @ South West E-Card will offer exclusive benefits like insurance coverage, discounts, educational trial classes and wellness product samples for members of Family Bliss @ South West.

(Photo credit: South West Community Development Council)

Media Liaison Officers

Ms Mindy Chia

Manager (Corporate Management and Communications)

South West Community Development Council

Mobile: 9171 3233

Email: mindy_chia@pa.gov.sg

Ms Choong Yuen Theng

Manager (Projects Management & Development)

South West Community Development Council

Mobile: 9822 7369

Email: CHOONG_Yuen_Theng@pa.gov.sg

About the South West Community Development Council (CDC)

The South West Community Development Council (CDC) was formed on 24 November 2001.

Through local help programmes, the South West CDC provides assistance to help the less fortunate in our community. The South West CDC also organises projects and programmes to promote community bonding and social cohesion. The South West CDC adopts the "Many Helping Hands" approach to encourage community ownership among residents, community partners and corporations to realise its vision of "Owning Your Community".

Ms Low Yen Ling was appointed the Mayor of South West District on 27 May 2014.

Ms Low is also the Senior Minister of State, Ministry of Culture, Community and Youth (MCCY) & Ministry of Trade and Industry (MTI) & Adviser to Chua Chu Kang GRC.

For more information, please visit: www.southwest.cdc.gov.sg.

Programme

Time	Administrative Programme
10.00 am	Start of Event and Booth Activities for Residents
10.50 am	Arrival of Host Ms Low Yen Ling Senior Minister of State Ministry of Culture, Community and Youth and Ministry of Trade and Industry Mayor of South West District
11.00 am	Arrival of Guest of Honour (GOH) Mr Gan Kim Yong Deputy Prime Minister and Minister for Trade and Industry
11.05 am	Opening Performance by PCF students from Bukit Gombak PCF Centre and Chua Chu Kang PCF Centre
11.10 am	Welcome Address by Mayor
11.15 am	Address by GOH
11.20 am	Commencement of Launch Event: Launch of Family Bliss @ South West Programme
11.25 am	Commemoration of Baby Blisscard 20 th Anniversary
11.35 am	Tour of Fringe Activities and Booths
12.30 pm	End of GOH programme <i>*Media doorstep to be arranged, subject to media request.</i>
3.00 pm	End of Event

Annex A – Fringe Activities & Merchant Booths

Activities will be happening throughout the entire duration of the event, from 10am to 3pm.

S/N	Location	Activities
1	Level 1 - Atrium	<ul style="list-style-type: none"> • Stage Programme • Movie Screening • Registration / Goodie Bag Redemption • Becky Bunny Appearance • Comvita Bear Appearance • Baby Blisscard Booth • Photobooth
2	Level 1 - Courtyard	<ul style="list-style-type: none"> • Snack Booths • Kiddy Rides • Partner Booth (Families for Life)
3	Level 2 - Futsal Court	<ul style="list-style-type: none"> • Big Ball Pit • Bouncy Castles • Baby Dash • Game Booths
4	Level 2 - Swimming Pool	<ul style="list-style-type: none"> • Water Paddle Boat • Water Inflatables • Water Aquatics

List of Participating Merchants on Site

Items are given free, on a first-come-first-served basis.

S/N	Participating Merchants	Offerings
1.	AIA	<p>AIA x The Good Parent – AIA GoodProtect Family Cover</p> <ul style="list-style-type: none"> • FREE accident and dengue coverage for South West residents.
2.	Comvita	<ul style="list-style-type: none"> • FREE Comvita Kids Yummy Honey worth \$15.90. First 100 new member sign-up. • UMF5+ 10g Sachets \$2.20 (200 sets) • UMF10+ 10g Sachets \$3.40 (200 sets) • Manuka Honey Lozenges \$0.70 (300 sets) • Night Honey Sachets \$4.40 (200 sets) • JKJ Manuka Honey Ginseng 15g Sachets \$3 (200 sets)

3.	Diem	<ul style="list-style-type: none"> • GWP Mouthwash sachet – Rose \$1.67 (1000 sets) • 500ml Mouthwash Bottle – Rose \$17.00 (20 sets) • 500ml Mouthwash Bottle – Ginger \$17.00 (20 sets) • Travel size toothpaste & toothbrush \$16.00 (30 sets) • Travel Box, 6 satches of flavours each \$10.00 (50 sets) • Timier Magic Skin Whitening & Brightening Ampoule \$28.50 (500 sets)
4.	Nature's Way	<ul style="list-style-type: none"> • NW Kids Smart Complete 100s @ \$50.40 (24 sets). • NW Fussy Eaters \$21.30 (16 sets)
5.	SHATEC	<ul style="list-style-type: none"> • Totebag \$2.80 (200 sets) • Tumbler \$4.50 (200 sets)
6.	Weswim Aquatics Pte Ltd	<ul style="list-style-type: none"> • Ice cream ball \$30 (20 sets) • Children tattoo \$0.50 (200 sets) • Goggles \$10 (10 sets) • Swimming caps \$8 (10 sets) • Waterproof shoes \$18 (20 sets)
7.	Baby's Whisperer	<ul style="list-style-type: none"> • \$50 cash vouchers (1000 sets)
8.	BlueTree Education	<ul style="list-style-type: none"> • Lapel pin \$5 (50 sets) • Seed Pencil \$5 (50 sets)
9.	Sakae Sushi	Sakae frog soft toy (50 sets)

List of Participating Merchants on E-Card Platform

S/No.	Merchant Name	Offerings
1	AIA Singapore	<p>AIA x The Good Parent – AIA GoodProtect Family Cover</p> <p>FREE accident and dengue coverage for South West residents.</p>
2	WeSwim	FREE* Trial Classes

		<p>Classes can be held at member's condominium or at Ibis Style Singapore</p> <p>15% discount on the first month of swimming lessons</p> <p>*A \$10 refundable deposit is required.</p>
3	SAKAE Holdings	<p>FREE Tamago Sushi (u.p. \$2.99)</p> <p>Sakae Sushi Making Workshop at \$63 only (u.p \$70)</p>
4	Comvita	<p>FREE Comvita Manuka Honey UMF 5+ (u.p \$10.90)</p> <p>5g. Product of New Zealand.</p>
5	Nature's Way	<p>FREE Nature's Way Kids Smart Probiotic Choc Balls (worth \$27.15)</p> <p>50 Choc Balls. 125g.</p>
6	Blue Tree Education	<p>FREE Trial Classes (worth \$90)</p> <p>For any subject, level or location.</p> <p>BlueTree Education is the leading enrichment and tuition centre in Singapore with 7 centres in Singapore and one in SAFRA Chua Chu Kang.</p>
7	Joyus Mummy Care	<p>Special Rate of \$588 for 3 Sessions of Massage (u.p \$688)</p> <p>Types of Massages Aromatherapy Prenatal Postnatal Lactation Tuina Children</p> <p>Home service rendered, towels, transportation and massage bed are included. Not applicable for location in Sentosa.</p> <p>Receive 1 additional session of massage of your choice (worth up to \$208).</p>
8	SHATEC	<p>Special Rate of \$71.94 for Cooking Class (u.p \$95.92)</p> <p>Cooking class for parents to cook better and healthier meals for children.</p>

		<p>Picky eater pleasers: Fresh and flavourful</p> <p>Tiny gourmet: A taste of green and goodness</p> <p>Stir & sizzle: Asian twists for little tummies</p> <p>Chill & grill: Kid-friendly comforts</p>
9	Confinement Nanny Centre	<p>Special Rate of \$390.40 for Infant Care Mastery for Domestic Helpers Course (u.p. \$488)</p> <p>20% discount for members!</p> <p>Each learner gets access to free tutorial access for child caring tips.</p>
10	Shan Confinement	<p>Special Rate of \$388 for 7 Bottles of Freshly Brewed Birdnest (u.p. \$428)</p> <p>150ml per bottle. Free delivery.</p>