

## **PRESS RELEASE**

# **MULTI GENERATIONS CELEBRATE GRANDPARENTS DAY AND SELEGIE'S RICH HERITAGE**

*Singapore, 24 November 2019* – Approximately 300 seniors and grandparents enjoyed a range of festivities, freebies and fun at the first-ever Grandparents Day at Selegie.

2 A ground-up initiative by various partners from the public, private and people sectors, the event had seniors enjoying vintage car rides, snacks and participating in simple exercises to keep active. Volunteers mobilised included corporate volunteers, students, seniors, social service agencies and social enterprises.

3 Mr Gary Hong, the lead organiser and General Manager of Autobahn Motors, explained, “We hope Ten Square can play an active role as a digital placemaker in the community to encourage collaboration and co-creation of such meaningful events. By activating and reigniting the kampong spirit by bringing together the community of NPOs, social enterprises, and hawkers in the local area, we aim to establish a memorable and engaging experience for our elderly community”.

4 As part of the Grandparents Day celebration, seniors were encouraged to write gratitude cards to their loved ones. This act of gratitude giving is part of the “Seniors Give Thanks!” campaign under the International Day of Older Persons organised by RSVP Singapore annually since 2017.

5 Championing SG Cares, the event also provided the opportunity for intergenerational volunteering – volunteers young and old working together for a common good. During the event, founders of SGAssist, a social enterprise, shared how their digital platform could enable and transform such intergenerational volunteering, and in the larger scheme of things, how their digital platform would transform the volunteering landscape.

6 The choice of venue of the event, at the heart of Selegie, was to celebrate the area’s rich heritage. Using AR (augmented reality) technology, families could relive the good old days and step into a building from the past using merely a mobile phone. Goggles were also provided so that seniors can go “underwater” or even to the “safari” using VR (virtual reality) technology.

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## **Annex A**

### **About Ten Square**

Initially conceived as a journey to overcome land limitations, the idea has now inspired Ten Square to create a partner network of good by leveraging on the community assets and rich history & heritage of the precinct.

Ten Square hopes to capitalize on digital technologies to add value and deliver positive solutions for the community. It remains committed to be a digital placemaker for collaborations from a diverse group of stakeholders from differing sectors to amplify the social impact.

### **About Hustle & Bustle**

Hustle & Bustle is an integrated lifestyle group committed to building brand loyalty through premium concierge services, 360° lifestyle management, event technology solutions, community building and unparalleled access to exceptional experiences.

Having organised a few award-winning events, Hustle & Bustle strives to push the envelopes of events/experience design by combining state-of-the-art technology with well-designed user journey. Some of its notable events include the inaugural Fullerton Concours d'Elegance, Leica Playground, Maybank Private Gala Dinner, Chivas X Manchester United ICC event, etc.

### **About Social Collider**

Give a fish, feed a day. Teach to fish, feed for life. However, feeding for life is not enough to get out of poverty. Social Collider is envisioned to be the marketplace for people to sell the fish so that they can get out of poverty. Social Collider does this through aggregating of resources for impact organisations (social enterprises, social service agencies and NGOs) through building capacity and provision of a co-working space. There are currently more than 30 impact organisations that Social Collider is working with.

Following the philosophy of Social Collider, Fairmarch serves as an e-commerce platform for products that are made by beneficiaries from impact organisations. Every product sold helps to improve the lives of the underserved community.

### **About SG Assist**

SG Assist is a digital a platform for finding help and helping others in real time. It is a result of a tête-à-tête between our founders Greg and Adrian while serving their reservist where both shared tensions of juggling between work and family commitments; and

above all, the guilt of not being able to help their parents while they are at away work. This issue is especially close to Greg' heart as his work required him to live on an oil rig.

As our founders talk to more people, they realised that there are about 1.83 million of people who share the same woes. While technology has enabled our parents to call us anytime anywhere, yet technology has not enabled us to help our parents because we are not around them all the time. This was the moment when our founders came up with the SGAssist digital platform where we can crowdsource help for our parents and help others in real time. With this platform, we hope to bring back the kampong spirit of old.

The platform is currently undergoing public beta at <locations> and will officially launch in early Jan 2020.

### **About RSVP Singapore**

RSVP Singapore The Organisation of Senior Volunteers is an Institution of Public Character and the National Centre of Excellence for Senior Volunteerism under the patronage of Mdm Halimah Yacob, President of the Republic of Singapore. The organisation started in 1998 and was launched by then-Prime Minister Mr Goh Chok Tong. RSVP Singapore is a registered society under the Societies Act and a member of the National Council of Social Service (NCSS).

Since its inception, RSVP Singapore has been actively engaging seniors in purpose-driven volunteerism. With over 2,500 volunteers, RSVP Singapore serves more than 200,000 beneficiaries each year including the mentally disadvantaged, at-risk children from low income families, and socially isolated seniors through its community service programmes.

### **About SG Cares**

SG Cares is a national movement dedicated to building a more caring and inclusive home for all. The movement invites all who live in Singapore to put values into action through active volunteerism, ground-up efforts and everyday acts of care. It also aims to build capability and share resources across various sectors and organisations to grow opportunities for volunteering. By inspiring and supporting one another, we can show the world that we are a nation with a big heart.

## Annex B

### Event Programme

<b>Time</b>	<b>Activity</b>
9.00am	Arrival of guests and participants
9.15am	Healthy Ageing Promotion Programme for You (HAPPY) exercise by RSVP volunteers
9.45am	Introduction to International Day of Older Persons (IDOP) and the Seniors Give Thanks! campaign
10.00am	Interaction segment for seniors to write gratitude cards
10.15am	Opening address by Guest-of-Honour Ms Denise Phua
10.25am	Home Emergencies and First Aid Awareness (Kampong Hero Workshop)
11.00am	Goodlife workout
11.30am	Lucky draw and activities
11.45am	Lunch
12.10pm	End of morning programme
1.00pm	Event ends