



People's Association

22 May 2015

MEDIA ADVISORY

CDCs BRINGING COMMUNITIES TOGETHER

Celebrating SG50 Through Community Parade Cum Brisk Walk

Led by the Prime Minister and five Mayors, more than 5,000 partners, volunteers and beneficiaries, including Grassroots Advisers, from five districts will come together on 31 May 2015 from 7.30am to 10.00am, to participate in a community parade cum brisk walk at Marina Bay.

2 The 2.5-km "*CDCs Celebrating Communities*" community parade cum brisk walk involves participants having to bond and share about the Community Development Council (CDC) work they have volunteered, the CDC projects they supported, and the CDC programmes they have benefited from. There will be mobile display of exhibits carried by 500 participants, and placards as they parade. The event, jointly organised by the District Councillors from North West and South West CDCs, will culminate with live performances by CDCs' very own community talents. Prime Minister Mr Lee Hsien Loong will be the Guest-of-Honour, along with the five Mayors as the hosts.

3 This is the first time that the Mayors of the five districts have come together with the communities they built and developed over 18 years to celebrate Singapore's 50th birthday. These communities are a representation of the social fabric of Singapore. They represent how different segments of the population, regardless of race, language, religion or income, come together to serve the needs of the community. They represent some of the values our founding fathers encouraged Singaporeans to embrace - care for vulnerable & environment, community self-help, and active citizenry. They represent how CDCs by working closely with the corporate and community partners, empower the community to do things for themselves and to help the less fortunate. Most important of all, this is what the Councils represent - Assist the Needy; Bond the People; Connect the Community.

4 A media briefing cum sneak preview of the "*CDCs Celebrating Communities*" - community parade cum brisk walk chaired by Project Mayors - Dr Teo Ho Pin, Mayor of the North West District and Ms Low Yen Ling, Mayor of the South West District will be held on Tuesday, 26 May 2015 at 10.00am at the Dance Village at Library @ Esplanade.

5 The Project Mayors will be accompanied by Dr Mohamad Maliki Osman and Ms Denise Phua, Mayor of the South East and Central Singapore District respectively, and the Organising Committee Chairpersons, Mr Terence Quek and Mdm Heng Boey Hong. Ten flagship programmes from the CDCs will also be showcased. Media interview and photo opportunities are available.

6 You and your photographer/ camera crew are cordially invited to:

(a) Media Preview: CDCs Celebrating Communities

Date : Tuesday, 26 May 2015
Media arrival : 10.00am
Venue : Library@Esplanade ('Dance Village' Room)
 8 Raffles Avenue
 #03-01
 Singapore 039802

(b) Actual Event: CDCs Celebrating Communities

Date : Sunday, 31 May 2015
Media arrival : 7.30am
Venue : Marina Bay Floating Platform (start point)

Enclosed:

Annex A – Programme for Media Preview for CDCs Celebrating Communities on 26 May 2015

About Community Development Councils (CDCs)

There are five Community Development Councils, namely, Central Singapore CDC, North West CDC, North East CDC, South East CDC, and South West CDC. Mayors of the Districts are Chairmen of the respective CDCs. According to the protocol of the Office of the Mayors, the Mayors are:

- Mayor Dr Teo Ho Pin, Chairman of the Mayors' Committee, Chairman of North West CDC;
- Mayor Mr Teo Ser Luck, Chairman of North East CDC;
- Mayor Dr Mohamad Maliki Osman, Chairman of South East CDC;
- Mayor Ms Low Yen Ling, Chairman of South West CDC; and
- Mayor Ms Denise Phua, Chairman of Central Singapore CDC.

The CDCs' mission:

- (a) **Assisting the needy**
To help the less fortunate through local assistance schemes and programmes
- (b) **Bonding the people**
To bond the community through projects & programmes to bring them closer to one another
- (c) **Connecting the community**
To develop and strengthen partnerships and networks with Government, corporate and community partners to better serve our residents

MEDIA PREVIEW

**CDCS CELEBRATING COMMUNITIES
TUESDAY, 26 MAY 2015 AT
LIBRARY@ESPLANADE 'DANCE VILLAGE' ROOM**

PROGRAMME

- 10.00am **Arrival of Media**
Light refreshment
- 10.10am **Arrival of :**
Dr Teo Ho Pin
Project Adviser
Chairman of Mayors' Committee
Mayor of North West District
Chairman of North West CDC
- Mayor Dr Mohamad Maliki Osman
Mayor of South East District
Chairman of South East CDC
- Ms Low Yen Ling
Project Adviser
Mayor of South West District
Chairman of South West CDC
- Ms Denise Phua
Mayor of Central Singapore District
Chairman of Central Singapore CDC
- Mr Terence Quek
Organising Committee Chairman
District Councillor of South West CDC
- Mdm Heng Boey Hong
Organising Committee Chairperson
District Councillor of North West CDC
- 10.15am Commencement of media briefing
- 11.00am Q&A
- Interviews with Mayors, volunteers, beneficiaries and partners
- 12.00pm End of programme
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