



PRESS RELEASE

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27 May 2012

FIGHTING FOR FAMILY TIME AND TIES IN THE CENTRAL BUSINESS DISTRICT

TOUCH Community Services presents its 8th **Family Festival**, a week-long series of free family talks held daily from 27 to 31 May 2013 during lunchtime at three locations in the Central Business District. Please refer to the enclosed talk schedule.

Themed “Something Worth Fighting For”, this year’s TOUCH Family Festival is about conscientiously doing what’s best for your family and for parents to play an active role in instilling positive character and life values in their children.

To further equip parents in guiding their children in cultivating positive character values, Singapore’s first-of-its-kind **Parents’ Toolkit on Character Development** was launched today by Acting Minister for Social and Family Development, Mr Chan Chun Sing, at the opening of TOUCH Family Festival 2013. Please refer to Annex 1 & 2.

This Parents’ Toolkit, produced by TOUCH Character Development, contains practical ideas and strategies to aid parents in developing positive character values in their children. The first booklet on Foundational Values focuses on the key values of attentiveness, obedience and honesty which will build in children the foundation of integrity and respect for self and others. The second booklet on Performance Values develops children in the areas of responsibility, punctuality and self-discipline. With these values in place, our children should grow in discipline and not depend on reminders from others to complete a task well. Lastly, the third booklet on Values of the Heart will instill in children a heart for others, through the values of self-control, forgiveness, gratefulness and compassion. These values will develop children in social awareness and relationship management. 4,000 sets of the Parents’ Toolkit have been produced and a complimentary set will be distributed to talk attendees this week.

Says Mr Chan Chun Sing, “As parents, we are the role models for our children. The values we live by and pass to our children will shape their future and, more importantly, the future of our society as a whole. This Parents’ Toolkit will thus be a useful guide for all parents as we seek to raise our next generation.”

“TOUCH Character Development has been working closely with schools and parents to develop character in children over the past 12 years. It is our aim to see more children grow not only in their capabilities and talents, but more importantly, with good character values. With this in mind, we are glad to bring to you the Parents’ Toolkit on Character Development.”, says Mr Eugene Seow, Executive Director, TOUCH Community Services.

Ms Esther Chan, mother of a Primary 6 child added, “The simple four-week guide per value allows parents to teach and reinforce each selected value and its related positive behaviors in their children...The Character Development Parents’ Toolkit is perfect for time-strapped parents.”

TOUCH Family Festival has reached out to over 18,000 members of the public with more than 100 free public talks since it first started in 1997. This year, the Festival is expected to see 1,000 members of the public at its free lunchtime talks.

Supported by the Ministry of Social and Family Development, TOUCH Family Festival 2013 will feature experts such as parent educators and counsellors who will be sharing their experiences and thoughts on family-related topics. Today, Celebrity Chef Eric Teo and his wife, Gina, shared their marriage and parenting journey with the public.

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For media enquiries, please contact:

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About TOUCH Community Services

TOUCH Community Services is a not-for-profit charitable organisation officially registered in 1992. TOUCH was granted the charity status and became a full member of the National Council of Social Service on 12 December 1994. Over the last 21 years, TOUCH has reached out to many individuals from all races and backgrounds. In 2012, TOUCH reached out to some 28,000 clients and 211,000 service users. Our clients include children from low-income or single-parent families, youths at risk, needy families, people with special and healthcare needs, and the frail elderly. To find out more about TOUCH, please visit www.touch.org.sg.

About TOUCH Character Development

TOUCH Character Development (TCD) conducts character programme for primary school children. Partnering schools and parents, TCD aims to impact and enable the children to better reach their fullest potential. TCD's approach to education is in line with the Ministry of Education's emphasis on holistic education, with character based programmes encompassing social-emotional learning, national education, leadership development, and helping children-at-risk through its school social work services. Over the last 12 years, more than 50,000 children have benefitted from TCD's programmes. Through its trained character coaches and innovative curriculum, TCD aims to inspire the children to achieve excellence in every aspect of school life.

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Parents' Toolkit on Character Development



EVENT PROGRAMME OUTLINE

Date: Monday, 27 May 2013
Venue: Great Eastern Centre
1 Pickering Street, #02-02
Singapore 048659

TIME	SEQUENCE OF EVENTS
11.30am	Media Registration starts at 11.15am
12.00pm	Arrival of Guest-of-Honour, Mr Chan Chun Sing, Acting Minister for Social and Family Development Welcome address by TOUCH Executive Director, Mr Eugene Seow
12.03pm	AgMinister and Mr Seow to participate in Parents' Toolkit Launch Act on stage (<i>Photo Opportunity</i>) - AgMinister and Mr Eugene Seow will open the toolbox to reveal toolkits and present to each pair of parent and child on stage (5 pairs in total). - After receiving the toolkit, each parent and child will hang on tree a cut-out fruit with a character value printed on it Token Presentation - AgMinister will receive a token of appreciation.
12.18pm	Photo-taking
12:20pm	AgMinister to take his leave Screening of video for Parents' Toolkit on Character Development
12.25pm	End of Launch