



YM 2.9.3.1

MEDIA ADVISORY

20 March 2013

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**MENDAKI@Heartlands: Right
In Your Neighbourhood!**

"I am pleased to announce that MENDAKI @ Heartlands will be set up in Pasir Ris and Woodlands. These satellite centres will help needy families gain access to a broad range of social services near their homes."

Dr Yaacob Ibrahim

The Committee Of Supply Debate
15 March 2013

Yayasan MENDAKI is coming to the heartlands with the launch of two inaugural satellite centres at Pasir Ris and Woodlands on 23 March 2013. Through these new satellite centres, MENDAKI hopes to provide its current and potential beneficiaries residing in the North and East with better accessibility to information on its programmes and services. More importantly, the centres allow MENDAKI to have better understanding of the community needs at the ground and act as outreach posts for collaborations with neighbouring agencies.

The Open House at Pasir Ris will be graced by Dr Yaacob Ibrahim, Minister for Communications and Information and Minister-In-Charge of Muslim Affairs, who is also the Chairman of MENDAKI.

MENDAKI@Heartlands will provide services such as youth mentoring and developmental programmes, workshops and education programmes. In addition, beneficiaries can also obtain application forms, make payments for MENDAKI's education loans and participate in MENDAKI SENSE courses.

We are pleased to invite you to provide media coverage of the official opening at Pasir Ris on 23 March 2013.

The details of the event are as follows:

Day, Date:	Saturday, 23 March 2013
Time:	11.30am – 2.00pm
Venue:	Blk 253 Pasir Ris St 21 #01-233 Singapore 510253

The programme for the Open House is at Annex A

We would appreciate it if you could confirm the attendance of your reporters, cameramen or photographers by 5.00pm on Friday, 22 March 2013. Please do not hesitate to call or email the officer named below if you require further information on this matter. We look forward to your presence. Thanking you in advance and looking forward to your continued support of this community effort.

MENDAKI@Heartlands

Open House

Saturday, 23 March 2013

Programme

11.30am	Registration for guests
12.00pm	Arrival of Dr Yaacob Ibrahim Minister for Communications and Information and Minister-In-Charge of Muslim Affairs, and Chairman of MENDAKI
	Opening Address by Dr Yaacob Ibrahim
	Launch of MENDAKI@Heartlands
	Guided Tour
1.00pm	Dr Yaacob Ibrahim takes his leave
2.00pm	End of Open House