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MEDIA ADVISORY

A toolkit to effective parenting to nurture early learners

CAHAYA M @ HEARTLANDS 2015

Our Malay/Muslim parents can now look forward to Yayasan MENDAKI's new Parenting Toolkit which would better equip them with knowledge to nurture and support their children's early developmental stages, as early as from birth to 6 years of age. The toolkit covers various useful information including nutrition, recreation, the different developmental stages, and also parenting tips to encourage their children's learning capabilities and development at home.

This Sunday, 26 April 2015, will witness the official launch of our Parenting Toolkit by Guest-of-Honour, Dr Yaacob Ibrahim, Minister for Communications and Information and Minister In-charge of Muslim Affairs at Cahaya M @ Heartlands, an outreach arm of our Cahaya M programme.

For this year's Cahaya M @ Heartlands, we are also expanding our efforts to collaborate with like-minded agencies that share similar goals on promoting early learning. We aim to increase our outreach in the heartlands and raise awareness on the importance of early childhood through developmental and light-hearted activities for the families.

We welcome you to join us in this event and lend coverage to this meaningful effort.

Details of the event are as follows:

Event: Cahaya M @Heartlands

Day, Date : Sunday, 26 April 2015

Time : 11.00am to 2.00pm
(Minister's arrival from 11.30am to 12.00pm)

Venue : Multi-Purpose Hall
Blk 700D Ang Mo Kio Avenue 6,
Singapore 564700

Cahaya M @ Heartlands
Sunday, 26 April 2015
11.00am to 2.00pm
Multi-Purpose Hall
Blk 700D Ang Mo Kio Avenue 6,
Singapore 564700

Programme Outline

Time	Programme
11.30am	Arrival of Minister Dr Yaacob Ibrahim <i>Minister for Communications and Information, Minister-In-Charge of Muslim Affairs and Chairman of Yayasan MENDAKI</i>
11.35am	Tour of Booth Activities & Interaction with Families
11.45am	GOH Story-Telling Session
11.55am	Launch of Parenting Toolkit
12.00pm	Door stop Interview with Minister
	Minister takes his leave