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**MEDIA ADVISORY**

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### **BRUNCH WITH MENDAKI**

#### **PARENTS AS THE CHILD'S FIRST TEACHER – TEACHING AND LEARNING THROUGH PLAY**

**Learning through Play - secrets will be unveiled to parents with young children by a team of experts and professionals in early childhood learning and development at the Brunch with MENDAKI this weekend.** Focusing on enriching the experiences of parenthood, the Brunch provides knowledge and information to parents of children aged 0-6 years. It also serves as a platform for parents and children alike to try out their hands through the various activities at the Learning Space to reinforce the **importance of learning through play.**

Easy-to-do activities using items available at home, techniques and tips on developing the emotional, physical, mental and social well-being of young children will be shared and introduced to the parents. Among the speakers are **Dr Lucy Pou, an expert and consultant in Mediated Learning Experience** and **Ms Siti Norrafidah Samat, an award-winning early childhood educator.**

**Minister for Communications and Information, Minister-In-Charge of Cyber Security and Minister-In-Charge of Muslim Affairs, Dr Yaacob Ibrahim** will be present.

We cordially invite your reporters, cameramen and photographers to lend coverage and capture the momentous occasion. There will be photo opportunities of Dr Yaacob Ibrahim with the participants as well as interviews will be made available. Details of the ceremony are as follows and a detailed programme is attached in Annex A for your reference:

**Day/Date: Sunday, 23 October 2016**

**Time: 10.00am to 1.30pm**

**Venue: NTUC Club @ Downtown East (D'Marquee), beside ASLI Village food centre  
1 Pasir Ris Close Singapore 519599**

## Brunch with MENDAKI

Sunday, 23 October 2016  
 10.00am – 1.30pm  
 NTUC Club @ Downtown East  
 1 Pasir Ris Close Singapore 6519599

Time	Programme
9.15am	Registration
10.00am	<p><b>Arrival of Dr Yaacob Ibrahim</b>  <i>Minister for Communications and Information,            Minister-In-Charge of Cyber Security            and Minister-In-Charge of Muslim Affairs</i></p> <p>Opening Performance by Preschool Children</p>
10.15am	<p><b>Keynote Speech by Ms Siti Norrafidah Samat</b>  <b>Level Head, MOE Kindergarten @ Tampines</b></p> <p>Presentation of Tokens of Appreciation</p>
	<p>Q&amp;A Segment with Experts  <i>(moderated by Ria 897FM Radio Personality, Fiza O)</i></p> <p><u>Panel Speakers</u></p> <ol style="list-style-type: none"> <li><b>Dr Lucy Pou</b>  <i>Consultant, Psychology and Education</i></li> <li><b>Ms Siti Norrafidah Samat</b>  <i>Level Head at MOE Kindergarten @ Tampines</i></li> <li><b>Ms Saria Sopari</b>  <i>Educator &amp; Trainer, Pedagogy, Curriculum Development, Child Development &amp; Nutrition, Classroom Management, Authentic Assessment and Raising Interested Readers</i></li> </ol>
11.20am	<b>Doorstop Interview by Dr Yaacob Ibrahim</b>
	Breakout Sessions 1 & 2
1.30pm	End of Event