

YM 2.9.3.1



Release 04 / 15 June 2016

MEDIA ADVISORY

**PROJECT JOY 2016: RAIKAN ILMU, RAIKAN KECEMERLANGAN
CELEBRATE KNOWLEDGE IN RAMADAN**

This year, Yayasan MENDAKI's Project JOY is back for the 14th year with a fresh insertion. As the centerpiece of MENDAKI's Ramadan Campaign, Project JOY 2016 will not only celebrate the spirit of giving but also promote reading as a family activity in the quest for knowledge.

In an effort to celebrate knowledge and love for reading, MENDAKI is collaborating with National Library Board (NLB) through the Jurong Regional Library in the provision of story books for the families. As an integral part of the MENDAKI's Ramadan Campaign, for the first time, each family will receive a book bundle in their Project JOY hamper in addition to the food items and voucher. We hope that these books will spark an interest in reading and seeking knowledge especially during the June school holidays.

Also for the first time, adding colour to our volunteers are community groups from friends of Singapore. This year, the Turkish Cultural Centre is contributing to the local community by generously sponsoring some of the hampers and participating in the hamper distribution.

Project JOY will take place this Saturday, 18 June 2016. Dr Yaacob Ibrahim, Minister for Communications and Information, Minister-In-Charge of Cyber Security and Minister-In-Charge of Muslim Affairs will be distributing Project JOY hampers at the Canopy at J-Link as well as to the homes of the beneficiaries. He will be joined by the Malay/Muslim Members of Parliament (MMPs).

We cordially invite your reporters, cameraman and photographers to lend coverage and capture the spirit of *gotong-royong* in action. There will be photo opportunities of Dr Yaacob Ibrahim, and beneficiaries will also be made available for interview. Details of the visit are as follows:

Day/Date: Saturday, 18 June 2016
Time: 11.30am to 2.30pm
Venue: The Canopy at J-Link (ANNEX B for the map)
135 Jurong Gateway Road, Singapore 600135

A detailed programme is also attached in **ANNEX A** for your reference.

PROJECT JOY 2016

The Canopy at J-Link
135 Jurong Gateway Road, Singapore 600135

SATURDAY, 18 JUNE 2016

PROGRAMME

11:30am	Arrival of Beneficiaries
12:00nn	Arrival of Dr Yaacob Ibrahim Minister for Communications and Information, Minister-In-Charge of Cyber Security and Minister-In-Charge of Muslim Affairs
	Tour of Event Activities & Interaction with Residents (photo opportunity)
	Project JOY Hamper Distribution (Part I) by Dr Yaacob Ibrahim & MMPs (at Canopy at J-Link)
12:45pm	Flag-off for Home Visits
	Project JOY Hamper Distribution (Part II) by Dr Yaacob Ibrahim & MMPs (home visits) (photo opportunity) <i>Note: Dr Yaacob & MMPs will be divided into 3 different home visit groups</i>
	Doorstop Interview with Dr Yaacob Ibrahim (at the home visit location)
2:30pm	End of Event

PROJECT JOY 2016

The Canopy at J-Link
135 Jurong Gateway Road, Singapore 600135

SATURDAY, 18 JUNE 2016

VENUE MAP

