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## **MEDIA ADVISORY**

### **LEARNING THROUGH PLAY TO GET PRE-SCHOOLERS READY FOR SCHOOL PLAYFEST 2018**

Following the inaugural PlayFest earlier in April, MENDAKI continues its efforts to enhance Muslim pre-schoolers' readiness for school by bringing the activities and resources closer to more parents with young children residing within the heartlands.

With the recurring theme of iPlay, iLearn, iGrow, the second PlayFest hopes to drive home the message on the importance of play towards a child's holistic development and social inclusion among young children. Parents can learn mediated learning techniques for play-based approach in learning and find out how a home can be transformed to provide opportunities for teachable moments for the family. Among the various activities, parents and their children will get first-hand experience at creating and making various objects for play and learning.

Senior Parliamentary Secretary, Ministry of Social and Family Development & Ministry of Education, Associate Professor Muhammad Faishal Ibrahim, will be gracing the event.

We cordially invite your reporters, cameramen and photographers to lend coverage to this event. Opportunities for interviews will be made available. Please RSVP your attendance to Ms Siti Aisyah Ramli at 6245 5804 / 8183 4825 or [sitiaisyah.ramli@mendaki.org.sg](mailto:sitiaisyah.ramli@mendaki.org.sg) by 5.00pm on Friday, 28 September 2018.

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

Contact Person:

|        |   |  |
|--------|---|--|
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**PlayFest 2018**

Sunday, 30 September 201  
 10.00am – 4.00pm  
 Canberra Community Club  
 2 Sembawang Crescent #01-01, Singapore 757632

| Time    | Programme  |
|---------|--|
| 10.00am | <b>PlayFest opens to public</b>  |
| 11.00am | <b>Start of Playkit Sharing Session #1</b>   |
| 12.00pm | <b>Arrival of Guest-of-Honour (GOH):<br/>Associate Professor Muhammad Faishal Ibrahim</b><br><i>Senior Parliamentary Secretary,<br/>Ministry of Social and Family Development &amp; Ministry of Education</i>  |
| 12.00pm | <b>GOH tour activities and booths</b> <ul style="list-style-type: none"> <li>• Play Room</li> <li>• Kids' Play Gym</li> <li>• Family Room</li> <li>• Cardboard Game</li> <li>• Makers' Corner</li> <li>• Digital Arts Corner</li> <li>• Reading &amp; Showcase Corner</li> </ul> |
| 12.50pm | <b>GOH Doorstop interview</b>  |
| 1.00pm  | <b>GOH takes his leave</b><br>Activities ongoing   |
| 2.00pm  | <b>Stage performance and Playkit Sharing Session #2</b>  |
| 4.00pm  | <b>End of PlayFest</b>   |