



YM2.9.3.3

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**MEDIA ADVISORY**

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### **RESIDENTS ARE ASSETS FOR MENDAKI'S LATEST SATELLITE CENTRE**

MENDAKI will be strengthening its outreach efforts in the South West with the launch of MENDAKI@Choa Chu Kang on Sunday, 23 September 2018.

With five years' experience in running satellite centres, MENDAKI is taking a step further by adopting the Asset Based Community Development (ABCD) approach for our 7<sup>th</sup> satellite centre. Apart from hosting flagship programmes and providing convenient access for our services, the centre will also be a place where the residents can come together to contribute their time and skills to benefit the community. MENDAKI looks to use the centre as a platform to provide more diverse activities and services through combined efforts with our partners, especially with the M<sup>3</sup> collaboration between MENDAKI, MUIS and MESRA, thus improving service integration and coordination.

Minister of State for Manpower and National Development, and Deputy Chairman of Yayasan MENDAKI, Mr Zaqy Mohamad will grace the event. He will be joined by Ms Low Yen Ling, Senior Parliamentary Secretary, Ministry of Education & Ministry of Manpower, and Mayor of South West CDC.

We cordially invite your reporters, cameramen and photographers to lend coverage and capture the momentous occasion. Mr Zaqy Mohamad will take a media doorstop interview after the launch. There will be photo and interview opportunities.

Details of the ceremony are as follows:

**Day/Date: Sunday, 23 September 2018**

**Time: 10.00am to 2.00pm**

**\*Mr Zaqy Mohammad and Ms Low Yen Ling will arrive by 10.50am**

**Venue: 813A Choa Chu Kang Avenue 7 Singapore 681813**

Please RSVP your attendance to Mr Nazri Khalid at 6245 5738 / 8119 4586 or [MNazri.Khalid@mendaki.org.sg](mailto:MNazri.Khalid@mendaki.org.sg) by 5.00pm on Friday, 21 September 2018.

A detailed programme is attached in **ANNEX A**

**Launch of MENDAKI@Choa Chu Kang**  
 Sunday, 23 September 2018  
 10.00am to 2.00pm  
 813A Choa Chu Kang Avenue 7 Singapore 681813

Time	Programme
10.45am	<b>Arrival of Ms Low Yen Ling</b> <i>Senior Parliamentary Secretary, Ministry of Education &amp; Ministry of Manpower and Mayor of South West District.</i>
10.50am	<b>Arrival of Mr Zaqy Mohamad</b> <i>Minister of State for Manpower and National Development Deputy Chairman of Yayasan MENDAKI</i>
10.55am	<b>Tour of activity booths</b> <b>Screening of MENDAKI@Choa Chu Kang video montage</b>
11.05am	<b>Launch of MENDAKI@Choa Chu Kang</b> <i>Launch by Mr Zaqy Mohamad, Ms Low Yen Ling and Mdm Rahayu Buang, CEO of Yayasan MENDAKI (photo opportunity)</i>
11.20am	<b>Tour of MENDAKI@Choa Chu Kang</b>
11.45am	<b>Doorstop interview with Mr Zaqy Mohamad</b>
12.00pm	<b>Mr Zaqy Mohamad and Ms Low Yen Ling take their leave</b>
2.00pm	<b>End of event</b>