



YM 2.9.3.2

31 May 2017

Release 01 / June 2017

MEDIA ADVISORY

PROJECT JOY 2017: RAIKAN ILMU, RAIKAN KESIHATAN CELEBRATING THE JOYS OF GIVING, SHARING AND WELL-BEING

Project JOY 2017 is back with the distribution of food hampers and vouchers to an estimated **700 families on Saturday, 3 June 2017**. In line with MENDAKI's 35th Anniversary (M35) theme of Raikan Ilmu (Celebrate Knowledge), we expand our scope with the sharing on healthy living, focusing on the importance of keeping oneself healthy and fit during Ramadan.

Included in this year's gift hamper is an activity box. Families with school-going children will receive these gift boxes filled with games and activities for both pre-schoolers and primary school-aged children. The gift box together with an infolet on activities for the school holidays is designed to strengthen bonds within the family as they interact and spend a meaningful time during this school holidays.

This year's event sees the overwhelming support from various organisations, corporations and individuals such as the Health Promotion Board, De-One Motoring and students from the Institute of Technical Education in helping us spread cheer to the families in Ramadan.

Dr Yaacob Ibrahim, Minister for Communications and Information, Minister-In-Charge of Cyber Security and Minister-In-Charge of Muslim Affairs will be packing and distributing Project JOY hampers at Kampong Ubi Community Centre 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 and interview opportunities with Dr Yaacob Ibrahim and beneficiaries.

Details of the event are as follows:

Day/Date: Saturday, 3 June 2016
Time: 8.30am to 2.30pm
Venue: Kampong Ubi Community Centre (ANNEX B for the map)
10 Jalan Ubi, Singapore 409075

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

PROJECT JOY 2017
SATURDAY, 3 JUNE 2017

KAMPONG UBI COMMUNITY CENTRE
10 JALAN UBI, SINGAPORE 409075

PROGRAMME

8:30am	Packing of Project JOY Hampers
11.00am	Sharing of nutritional tips
11.30am	Arrival of Dr Yaacob Ibrahim Minister for Communications and Information, Minister-In-Charge of Cyber Security and Minister-In-Charge of Muslim Affairs
	Packing of Project JOY Hampers by Dr Yaacob Ibrahim & Malay/Muslim Members of Parliament (MMPs)
	Project JOY Hamper Distribution (Part I) by Dr Yaacob Ibrahim & MMPs (at Kampong Ubi Community Centre) <i>(photo opportunity)</i>
12:30pm	Flag-off for Home Visits
	Project JOY Hamper Distribution (Part II) by Dr Yaacob Ibrahim & MMPs (home visits) <i>(photo opportunity)</i> <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 2017
SATURDAY, 3 JUNE 2017

KAMPONG UBI COMMUNITY CENTRE
10 JALAN UBI, SINGAPORE 409075

VENUE MAP

