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MEDIA ADVISORY

Socialthon 2017 Bringing Innovative Ideas to Life

This Saturday, 21 July 2017, more than 100 youths will come together to brainstorm new and innovative ideas for developing Singapore's Malay/Muslim community as MENDAKI launches Socialthon 2017. This new initiative is a platform for our youths to bring their ideas to life. It aims to channel their creative energies to explore social concerns and find new ways of addressing them. Participants will also get access to the knowledge and experience of established mentors such as Mr Jeffrey Wandly, co-founder of Maya Gallery, Dr Azhar Ibrahim Alwee, lecturer at NUS' Department of Malay Studies, and Ms Roslinah Rajab, Managing Director & Executive Producer at Trisakti Productions Pte Ltd.

Participants will kick-start their journey this Saturday at Suntec Singapore International Convention & Exhibition Centre. **Dr Yaacob Ibrahim, Minister for Communications and Information, Minister-In-Charge of Cyber Security and Minister-In-Charge of Muslim Affairs** will join them as they explore the changing socio-economic landscape, learn from established industry professionals and brainstorm solutions to emerging issues.

We cordially invite your reporters, cameramen and photographers to lend coverage to this meaningful community initiative. Opportunities for interviews will be made available.

Details of the event are as follows:

<p>Event: MENDAKI Socialthon 2017</p> <p>Day, Date : Saturday, 21 July 2017</p> <p>Time : 9.30am to 1.30pm</p> <p>Venue : Suntec Singapore Exhibition & Convention Centre, Rm 324 - 326</p>

Please confirm your attendance by 5.00pm on Friday, 21 July 2017. For enquiries, please call the media officer below.

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Thank you.

**SOCIALTHON 2017
SATURDAY, 21 JULY 2017
SUNTEC SINGAPORE EXHIBITION
& CONVENTION CENTRE
PROGRAMME**

TIME	ITEM
9.30am	Registration
10.00am	Introduction to Socialthon 2017 Presentations – Project Sponsors
10.45am	Break
11.30am	Arrival of Dr Yaacob Ibrahim Minister for Communications & Information Minister-in-charge of Cyber Security Minister-in-charge of Muslim Affairs Speech
11.45am	Hackathon
12.30pm	Dr Yaacob Ibrahim departs
1.30pm	Programme ends