

## MEDIA INVITE

DATE: 24 JUNE 2016

### Charity Bazaar Aims to Reignite 'Kampung Spirit' Among Preschoolers

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Children from Kidz Meadow Childcare (Buangkok Crescent) will teleport you to the olden days where the '*Kampung Spirit*' was at the heart of the community, on 29 June 2016 at Blk 979C Buangkok Crescent. This experiential project, a Mini Charity Bazaar, is part of the 'Start Small, Dream Big' (SSDB) initiative, which was introduced by the Early Childhood Development Agency (ECDA) to encourage preschools to create platforms for children to give back to the community.

Parliamentary Secretary, Ministry of Education and Ministry of Social and Family Development, Associate Professor Dr Muhammad Faishal Ibrahim will grace this event as the Guest of Honour.

Children and teachers at Kidz Meadow Childcare (Buangkok Crescent) have been in the communal mood of '*gotong-royong*' as they prepare for their Mini Charity Bazaar themed "We have the Kampung Spirit in us". To bridge the gap of experience, the teachers brought the children for a visit to the last surviving *kampung* at Kampung Lorong Buangkok. It was a priceless experience for them to be in a *kampung* environment, listening to the residents' stories and even learning to make a traditional Malay *Kueh* from a resident.

Back in their centre, children and teachers did their research and created traditional crafts such as *batik* frames and *ketupat*. In the morning of the event on 29 June, children, parents and staff will gather and will '*gotong-royong*' (work together) to whip up traditional *kueh* such as *pulut serunding* and *ondeh-ondeh*. They will be selling these delicacies and traditional crafts at their self-built *kampung* huts during the Mini Charity Bazaar. All sales proceeds will be donated to the Malay Youth Literary Association (4PM), one of the 58 beneficiaries supported by President's Challenge this year, to support its *Ramadan on Wheels* (ROW) programme. 4PM will be represented by Mr Muhd Azri Azman, Chairman of ROW and Board Member of 4PM.

Epitomising Singapore's "*Kampung Spirit*", the children will also be distributing food hampers and Ramadan porridge to the Buangkok residents. Kidz Meadow hopes to revive the "*Kampung Spirit*" of sharing and helping out one another within our immediate community, which is an integral value cultivated through our curriculum.

We invite members of the media to join us at the Mini Charity Bazaar on Wednesday 29 June 2016 at 4.00 pm at Blk 979C, Buangkok Crescent, #01-105, S (533979). Please find the event programme enclosed in the Annex. Kindly contact Mdm Liyah at 6346 8301 or email [liyah@merculearning.com](mailto:liyah@merculearning.com) to confirm your attendance.

### **About MERCU Learning Point**

Set up in 1999, MERCU Learning Point is a private education company which is wholly owned by the Association of Muslim Professionals. It offers a comprehensive range of programmes and services for children aged 2 months to 12 years.

Its Early Childhood unit has one kindergarten and five childcare centres under Kidz Meadow brand. MERCU also runs twelve primary school based student care centres. MERCU serves close to 2,500 children monthly both in private sectors and in government schools.

MERCU prides in establishing collaborative environment with parents and schools as we believe they form important catalyst in the development of the children.

Programmes are robustly designed with the aim to maximise children's capabilities and propelling them to greater heights. Hence, *Starting Young, Aiming High*.

### **About "Start Small Dream Big"**

The "Start Small Dream Big" Movement was initiated by the Early Childhood Development Agency (ECDA) to encourage pre-schools to create authentic platforms for children to innovate, problem-solve and tap on their unique strengths to help others. It was first launched in 2015 as part of SG50 and the 15th anniversary of President's Challenge. It aims to build an early childhood community that inculcates values in our children and encourages children to give back to society. This year, some 20,000 children in more than 300 pre-schools are participating in "Start Small Dream Big" through various community projects. More information on "Start Small Dream Big" can be found at <http://bit.ly/SSDB2016>.

## About President's Challenge

The President's Challenge is an annual community outreach and fund-raising campaign for beneficiaries selected every year by the President's Office. It is a call to all Singaporeans in doing their part to build a more caring and inclusive society.

Initiated by former President S R Nathan in 2000, the Challenge represents the coming together of people from all walks of life, to help the less fortunate. In 2012, under the leadership of President Tony Tan Keng Yam, the Challenge was expanded to go beyond fund-raising, by including volunteerism and social entrepreneurship.

Funds raised through this year's President's Challenge campaign will be channelled to 58 beneficiary organisations across various sectors.

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**MINI CHARITY BAZAAR “WE HAVE THE KAMPUNG SPIRIT IN US”**

**Wednesday 29 June 2016**

**Blk 979C, Buangkok Crescent, #01-105 S (533979)**

**Programme**

- 4.00 pm Arrival of Guest of Honour, Parliament Secretary A/P Muhammad Faishal Ibrahim
- 4.05 pm Parliament Secretary’s Opening Remarks
- 4.10 pm 4PM Representative’s Remarks
- 4.15 pm Video Montage of Kidz Meadow Start Small Dream Big Project Work
- 4.25 pm Tour of Project Work Exhibition (*Photo Opportunities*)
- 4.45 pm Visit the Kampung Huts (*Photo Opportunities*)
- 5.00 pm End