

**FOR IMMEDIATE RELEASE**



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**MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY**

28 October 2024

To News Editor

**FEAST ON BITE-SIZED TIPS ABOUT FOOD SUSTAINABILITY**

North West Sustainability Festival: featuring interactive workshops and activities, live cooking demonstrations and a Farmers' Market curated for everyone

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The **North West Sustainability Festival 2024** will whip up a delectable Food Sustainability feast, offering residents an immersive journey through interactive exhibitions and activities, and informative green workshops designed to educate and engage residents of all ages. Residents can expect lively and engaging cooking demonstrations by celebrity chefs, such as Mediacorp artiste Ben Yeo, One-Michelin-Star Chef Benson Tong and Masterchef Singapore Season Four Finalist Mandy Kee. Held from 8 to 10 November 2024, the festival is free for everyone to join and conveniently located at Hillion Mall's Outdoor Plaza, which is a stone's throw from Bukit Panjang Station.

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2 The Festival is mapped out into three areas – main stage area, workshop area, and a Farmers' Market. The main stage area will house interactive exhibitions curated by North West CDC and various partners, such as Green Bootcamp @ North West 2024 finalists from Institutes of Higher Learning, and Unity Secondary School. Participants can also take away green knowledge through the various workshops and activities. For example, there will be a series of storytelling sessions for children, taking them on a journey through the world of food sustainability and allowing them to discover how their small choices can have a big impact on the planet. At the Festival, residents can also experience a vibrant Farmers' Market on 9 and 10 November, featuring fresh local produce in the morning and delicious food stalls at night (See [Annex A](#) for marketing EDM and [Annex B](#) for detailed programme).

3 Guest-of-Honour Mr Alex Yam, Mayor of North West District, will join the Festival on 10 November 2024 (Sunday) where he will be presenting the prizes to the winners of two Cooking Contests.

4 Residents can read more about the Festival's highlights and directly sign-up for the various workshops and activities here: [go.gov.sg/nw-susfest](https://go.gov.sg/nw-susfest). Slots are running out fast.

5 The news is **for immediate release**. Media can report on the Festival before it commences, to provide information about the free-to-enter North West Sustainability Festival 2024 to your audience.

6 See below for brief details of the media event. More information about the media event will be shared in a follow-up media advisory.

<b>Date:</b>	Sunday, 10 November 2023
<b>Media arrival:</b>	12pm
<b>Venue:</b>	Hillion Mall, Outdoor Plaza 17 Petir Road, Singapore 678278

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### About North West Community Development Council (CDC)

The North West District comprises Marsiling-Yew Tee GRC, Nee Soon GRC, Sembawang GRC, Holland-Bukit Timah GRC, and Bukit Panjang SMC.

The Community Development Councils (CDCs) were established to build a tightly knit, compassionate and self-reliant community. North West CDC works closely with various community and corporate partners to strengthen Singapore's social fabric; and encourages the more able and successful to come forward to help the less successful, and to foster greater sense of community ownership and self-help among the residents.

We develop cohesive and resilient communities, through growing networks, promoting volunteerism, fostering collaboration, cultivating social innovation.

#### Mission

##### **(a) Aggregator of Needs and Resources**

To help the less fortunate through local assistance programmes

##### **(b) Builder of Capabilities and Capacities**

To bond the community through projects & programmes to bring them closer to one another

##### **(c) Connector of Communities**

To develop strategic partnerships with corporate and community partners to better serve our residents

#### Five Communities

##### **i. Caring Communities**

Encourage a giving culture and uplift the lives of residents through social support programmes and networks

##### **ii. Healthy Communities**

Promote healthy lifestyle, encourage residents to bond and take charge of their own health

##### **iii. Inclusive Communities**

Strengthen social fabric by embracing and involving different segments of society

##### **iv. Learning Communities**

Promote lifelong learning mindset for personal and professional development

##### **v. Sustainable Communities**

Cultivate an eco-friendly lifestyle and building a green environment for our future generations

Event Poster

# North West SUSTAINABILITY FESTIVAL 2024

SUSTAINABILITY IN EVERY BITE

**8 - 10 Nov 2024**  
**9am - 9pm**  
**Hillion Mall,  
Outdoor Plaza**

**Farmers' Market**  
**Storytelling Session**  
**Ugly Food Distribution**  
**Kids' Colouring Corner**  
**Game Arena**  
**Giant Egg Tray Display**  
**Cooking Demos & Contests**  
**Green Workshops**

Scan here for more information

Building A Caring and Healthy North West Community

Organised by  
**NORTHWEST**  
COMMUNITY DEVELOPMENT COUNCIL

Supported by  
**Clean & Green Singapore**  
**Garden City Farm**  
**Micron**  
**N&E INNOVATIONS**  
**Singapore Food Agency**  
**SUSS SINGAPORE UNIVERSITY OF SOCIAL SCIENCES**  
**ZHENGHUA GREEN**

Programme Highlights

# PROGRAMME HIGHLIGHTS

**Weekend Farmers' Market**  
on 9 and 10 Nov!  
9am to 2pm **Local Produce**  
4pm to 9pm **Food Stalls**

## Saturday 9 November

10am to 11am **Storytelling**  
10am to 11am **Workshop: Waste not! It's Edible**  
12pm to 1pm **Cooking Demo: Celebrity Chef Ben Yeo**  
1pm to 2pm **Sharing: Turning Food Waste into Black Gold with the help of Earthworms!**  
2pm to 3pm **Workshop: Multipurpose Fruit Enzymes**  
4pm to 5pm **Workshop: Beeswax Wrap Making**  
6pm to 7pm **Workshop: Beeswax Wrap Making**  
6pm to 7pm **Sharing: How to Build a Circular Food Ecosystem in your Community**

## Friday 8 November

7.30pm to 9pm **Cooking Demo: Masterchef Mandy Kee**

## Sunday 10 November

10am to 11am **Storytelling**  
10.30am to 11.45am **Zero Waste Cook-off: "From Waste to Taste"**  
1.00pm to 2.15pm **Ugly Food Cook-off: "Save Me, I am Ugly but Tasty!"**  
2.30pm to 3pm **Prize Presentation for Cooking Competition**  
3pm to 4.30pm **Workshop: Meat for Mushrooms**  
4pm to 5pm **Sharing: Beauty Starts from the Belly**  
5pm to 6.30pm **Cooking Demo: Celebrity Chef Benson Tong**