

EMBARGOED UNTIL 2 JUNE 2024, 7:00AM



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MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY

29 May 2024

To News Editor

OVER 6,000 RESIDENTS BOND THROUGH SPORTS AND WELLNESS

Platform to experience a variety of sports and activities, and spend quality time at free-to-enter Healthy Living Festival @ North West

For more than 6,000 residents of all ages from across Singapore, it will be an energetic and refreshing start to the June school holidays, through their participation in the **Healthy Living Festival @ North West**, held at the Yishun Sports Centre on 1 and 2 June 2024. Organised by **North West Community Development Council (CDC)** and back for a second year, the mega sports event has been curated with sports and wellness activities catered for all ages, from families to seniors to youths, promoting an active and well-balanced lifestyle for everyone, regardless of age or fitness level. Beyond enjoying the array of activities, Healthy Living Festival @ North West also provides an opportunity for residents to come together and strengthen bonds, building a cohesive and resilient community with health and wellness at the core (see [Annex A](#) for media programme).

2 A family looking forward to attending the Healthy Living Festival @ North West together is Jenny Khew, 45, and her two children aged 4 and 10. Jenny joined the North West Brisk Walking Club (BWC) around 15 years ago, where she continues to join the weekly Sunday brisk walks conveniently located below her block. She sees the regular brisk walks as an opportunity to spend quality time with her children, which allows them to stay active outdoors rather than use digital devices at home. It also allows her to stay in touch with her neighbours and update one another on happenings in the Division. For Jenny, joining the BWC and also taking her children to the Healthy Living Festival @ North West, strengthens her relationship and creates a deeper bond with her children.

3 Another North West resident looking to keep fit and enjoy a day of fun sports activities at the festival is Lily Ng, 62. Despite her age, Lily is an avid health and wellness enthusiast. She has been a member of the North West FitnessX Club for around 10 years, where she joins Zumba sessions regularly. She has also joined the North West Running Club more recently during the pandemic. Through her regular participation in both healthy living Clubs, Lily was able to widen her social circle and make more friends who live in Nee Soon Central Division. The regular workouts have also improved her health, enabling her to enjoy her golden years in an active and fulfilled way.

4 Explaining the impetus of the Healthy Living Festival @ North West, Mr Alex Yam, Mayor of North West District, shared: "In line with North West CDC's efforts to build Healthy Communities, we have enhanced the line-up of activities this year to include activities suitable for all ages, from lower-intensity activities to slightly more intense workouts for those up for the challenge. We welcome not only North West residents but participants from all over Singapore to join us for a weekend of fun and bonding."

5 The festival will feature a wide range of sports and wellness activities suitable for all ages, as well as food booths and the much-loved Milo Van (See [Annex B](#) for schedule of Day 1 and Day 2). Participants can experience sports try-outs such as Spin Classes, Battle Ropes, tyre-related challenges, where some try-outs have been customised to be child-friendly. Participants who are feeling competitive can also join the leaderboard challenges for chapteh, pedal battle, vertical jump, among others. There are also Badminton, Basketball and Futsal competitions during the event for participants to vie for the title of neighbourhood champion in their respective sports.

6 Healthy Living Festival @ North West unites around 3,000 members of North West CDC's 6 Healthy Living Clubs, who will participate in the event to showcase their respective healthy living activity and the camaraderie that the members have built up over the years. These healthy living members will join members of public in bite-sized workouts of North West CDC's various Healthy Living clubs, such as High Intensity Interval Training (HIIT) or Zumba classes as part of the North West FitnessX Club, or the mass Run and Brisk Walk sessions to kick-start the mornings on 1 June and 2 June (see [Annex C](#) for additional profile).

7 Healthy Living Festival @ North West is open to all, and not restricted to only residents living in the North West District. Members of the public who sign-up will be able to redeem a game card at the Information Booth, which will provide access to the activities and food. Participants can also visit the Like and Redeem booth to win prizes and gifts for their participation and show of support.

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Media Invitation

Media is invited to **Healthy Living Festival @ North West** at Yishun Sports Centre on 2 June 2024. Interview opportunities with participants and other stakeholders could be arranged on request. See below for details of the media event.

Media Programme at Healthy Living Festival @ North West

Date: Sunday, 2 June 2024
Media arrival: 7.15am
Venue: Yishun Sports Centre
101 Yishun Ave 1, Singapore 769130

Contact Persons for Media

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Enclosed:

1. Annex A – Media Programme
2. Annex B – Detailed Programme on 1 June and 2 June
3. Annex C – Additional Profile
4. Annex D – Translated Terms

[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

MEDIA PROGRAMME (2 JUNE, SUNDAY)

Time	Programme
7:15am	Media arrival
7:30am	Opening Speech by Mayor
7:40am	Group Photo with Mass Brisk Walk Participants
7:45am	North West Health Qigong Warm-up
8:00am	Flag-off for Mass Brisk Walk by Mayor and Grassroots Advisers (GRAs)
8:15am	Tour of Booths by Mayor and GRAs
8:45am	End of Media Programme

DETAILED PROGRAMME ON 1 JUNE AND 2 JUNE

Day 1

Day 1 (1 June 2024)		
Time	Activity	Location
07:00am – 08:30am	North West Running (approx. 9km)	Starting from Yishun Stadium to Yishun Dam
08:00am – 10:30am	Kids Futsal Competition	Stadium
08:30am – 11.00am	Sports Try-Outs <ul style="list-style-type: none"> • Battle Rope • Fast-Hands • Spin Class • Side-to-Side Medicine Ball* <ul style="list-style-type: none"> • Tyre Pull* • Tyre Flip* • Tyre Run* <i>*Suitable for Kids</i>	Stadium
	Leaderboard Challenge <ul style="list-style-type: none"> • Chaptah • Pedal Battle • Lift-It-Up • Grip Strength • Vertical Jump 	Stadium
	Inflatable Game Booths <ul style="list-style-type: none"> • Basketball • Soccer Dart • Sphere Archery • Ring Toss 	Stadium
	Fringe Activities <ul style="list-style-type: none"> • Juice Bike • Bouncy Castle 	Stadium
	Kampung Games <ul style="list-style-type: none"> • Five Stones • Jenga • Giant Tic-Tac-Toe • Chongkak • Cornhole • Hopscotch • Flying Disc 	Stadium
	08:30am – 09:15am	North West FitnessX (Zumba)
08:30am – 09:15am	North West FitnessX (HIIT)	Sports Hall
09:00am – 10:00am	Running Workshops <ul style="list-style-type: none"> • Understanding your running gait by ActiveSG Athletics Club's Coach Eugene Quan • Capitalising on Technology and Wearable 	Dance Studio

	Data for Running Performance Workshop by Republic Polytechnic	
09:20am – 10:05am	North West FitnessX (Fight-Do)	Sports Hall
10:10am – 10:55am	North West FitnessX (KPOP)	Sports Hall
11:00am – 12:00pm	North West Dance-Fit Club	Sports Hall
01:00pm – 04:00pm	3V3 Basketball Competition (Finals)	Sports Hall

Day 2

Day 2 (2 June 2024)		
Time	Activity	Location
07:45am – 08:00am	North West Health Qigong Warm-Up	Stadium
08:00am – 08.30am	North West Brisk Walking Club (approx. 1.7KM)	Starting from Yishun Stadium to Lower Seletar Reservoir Park
08:30am – 11.00am	Sports Try-Outs <ul style="list-style-type: none"> • Battle Rope • Fast-Hands • Spin Class • Side-to-Side Medicine Ball* • Tyre Pull* • Tyre Flip* • Tyre Run* <i>*Suitable for Kids</i>	Stadium
	Leaderboard Challenge <ul style="list-style-type: none"> • Chaptah • Pedal Battle • Lift-It-Up • Grip Strength • Vertical Jump 	Stadium
	Inflatable Game Booths <ul style="list-style-type: none"> • Basketball • Soccer Dart • Sphere Archery • Ring Toss 	Stadium
	Fringe Activities <ul style="list-style-type: none"> • Juice Bike • Fast Hand • Bouncy Castle 	Stadium
	Kampung Games <ul style="list-style-type: none"> • Five Stones • Jenga • Giant Tic-Tac-Toe • Chongkak • Cornhole • Hopscotch • Flying Disc 	Stadium
	08:30am – 09:15am	North West FitnessX (Zumba)

08:15am – 09.15am	North West Health Qigong Club	Sports Hall
09:30am – 10:30am	Family Telematch	Stadium
10:30am – 10:45am	Prize Presentation for Family Telematch	Stadium
08:00am – 09.30am 09:45am – 11:15am	Storytelling (All about Sleep by Dr Ricco)	Dance Studio
10:00am – 04:00pm	Badminton Competition	Sports Hall
04:00pm – 04.30pm	Prize Presentation for Badminton Competition	Sports Hall

ADDITIONAL PROFILE

Mdm Salbiah, 73

Mdm Salbiah, 73, takes pride in being one of the longest serving members of the North West Brisk Walking Club (BWC), having walked alongside her fellow members for 21 years. She first joined the BWC as she started having more spare time as a housewife, when her children grew older. Through the BWC, she has been able to stay active even into her 70s, as the regular walks have improved her physical and mental well-being.

Unlike other BWC members who tend to walk with one Club near their residence, Mdm Salbiah has been participating at 3 different locations – Admiralty, Fu Shan Garden and Woodlands CC – joining a different location each week in order to stay in touch with her friends of different races who walk with different Clubs. Mdm Salbiah excitedly shares about her special bond with her friends over the years, in particular, her Club Leader Doris who has been organising the regular brisk walks.

Annex D

Translated Terms

North West Community Development Council (CDC)	西北社区发展理事会 / 西北社 理会
Healthy Living Festival @ North West	西北健康生活节
North West District	西北区
Mr Alex Yam Mayor of North West District Adviser to Yew Tee GRC GROs	任梓銘先生 西北区市长 油池基层组织顾问
Aggregator of Needs and Resources	顺应需求，汇集整合资源
Builder of Capability in Partners and Networks	提升能力，扩大网络
Connector of Communities	加强联系，造福社群
Grassroots Organisations	基层组织