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

9 June 2023

To News Editor

**OVER 20 ACTIVITIES FOR ALL AGES AND ABILITIES AT FIRST-EVER
SPORTS FESTIVAL**

Free-to-enter HealthierSG Fest @ North West will feature a two-day
carnival packed with activities and games for the community

Aligned with Healthier SG's direction of preventive health, **North West Community Development Council (CDC)** will launch a new flagship event, **HealthierSG Fest @ North West**, to encourage the community to adopt a healthier lifestyle and embrace the differences between individuals, to build a caring and healthy North West District. Held during the school holiday weekend from 17 June to 18 June at Choa Chu Kang Sports Centre, the free-to-enter event will bring together around 6,000 participants of all ages and abilities, to bond over fun sports activities and celebrate an inclusive community. Within a single venue, participants can enjoy over 20 sports activities and try-outs, ranging from simple exercises to higher-intensity workouts to strength-based activities. Mayor of the North West District, Mr Alex Yam, will play Host, and he will be joined by Grassroots Advisers (GRAs) of the North West District.

2 The two-day weekend festival features a variety of sports activities and try-outs, curated for all ages and abilities. Be it couples or families with young children looking for a family-friendly weekend of fun, youths looking for a social activity and photo spots to liven up their social media pages, seniors looking for activities to keep fit and bond with their friends, or individuals looking for a weekend activity to destress, there is something for everyone to spend their June holidays meaningfully (see [Annex A](#) for full schedule of activities). The key highlights of the event include:

- **Family-Friendly Activities**
 - Family Telematch
 - Water activities
 - Kampung Games
 - Obstacle Inflatables
 - Bumper Soccer

- **Youth-Oriented Fun**
 - Badminton Competition
 - Basketball Competition
 - Table Tennis Competition
 - Augmented Reality (AR) Photo Frames
 - Leader Board Challenges
 - FitnessX Sports Display

- **Seniors**
 - Brisk Walking
 - Dance-Fit Sports Display
 - Qigong Sports Display

- **General**
 - Fun Swim
 - Boccia
 - Wheelchair Basketball
 - Running

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3 North West CDC encourages and supports regular participation in its various healthy living programmes, to promote health and wellness and a more sustainable lifestyle. **Mr Alex Yam, Mayor of North West District** says, "HealthierSG Fest @ North West supports the Healthier SG outcome of helping Singaporeans take steps towards a healthier and more active lifestyle. We have planned activities suitable for all ages and abilities, allowing the community to try out different sports activities to stay healthy, and build a more inclusive North West community. Through these try-outs, I encourage all our residents to join at least one or more of the seven NWCDC's healthy living programmes so that you can take greater ownership of your health and build stronger bonds with your family and friends." (see [*Annex B*](#) for list of Healthy Living Programmes)

4 Mr Chang Hiang Mong, 65, a cancer-survivor and an active member of the North West Brisk Walking Club (BWC), shares, "Joining BWC has allowed me to stay active and improve my health, which is important as we grow older. I have encouraged and introduced many of my friends and other seniors to join BWC as the weekly sessions have helped me to lead a healthier lifestyle and gave me the opportunity to meet new people and make new friends." (see [*Annex C*](#) for additional residents' profiles)

5 North West CDC, playing an enabler role, has actively forged partnerships with community partners to bring in various expertise and resources, to enhance the festival. For example, Singapore Disability Sports Council (SDSC) will conduct a sports try-out for Wheelchair Basketball and Boccia, offering members of the public the opportunity to step into the shoes of people with disabilities (PWD) and try out these adapted sports. The CDC has also worked closely with Community Sports Networks (CSNs), which have provided support for the four competitions and running segment, through various publicity outreach to encourage residents to participate and interact with one another.

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6 HealthierSG Fest @ North West is open to the public and is free to enter. Fees and pre-registration apply for Fun Swim and selected competitions. To find out more about HealthierSG Fest @ North West, the public can visit <https://go.gov.sg/healthiersgatnorthwest>.

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Media Reporting

The news is **for immediate release**. Media interviews with the various profiles, including Mayor Alex Yam, can be facilitated upon request. Should you have clarifications, please get in touch with North West CDC through the following contact persons below.

See below for details of the media event.

HealthierSG Fest @ North West

Date: Saturday, 17 June 2023
Media arrival: 8.30am
Venue: Choa Chu Kang Sports Centre
1 Choa Chu Kang Street 53
Singapore 689236

Contact Persons for Media

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Enclosed:

- 1) Annex A – List of Activities
- 2) Annex B – List of Healthy Living Programmes
- 3) Annex C – Residents' Profile
- 4) Annex D – Key Translation Terms

[About North West Community Development Council \(CDC\)](#)

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 strive to align our activities and efforts with our 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

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To achieve our mission, North West CDC continues to build programmes and work with various partners to provide support to residents under four key pillars:

i. Uplifting the Community

To support for residents through local assistance schemes and encourage self-reliance and empower residents to improve their lives and employability.

ii. Promoting Health and Wellness

Through a range of healthy living programmes, we hope for our North West residents to maintain an active and healthy lifestyle, and join our health and wellness movement.

iii. Advocating Green Living

Working towards a sustainable future, we aim to imbue a green mindset and spark behavioral change among residents. Through various green initiatives, residents are encouraged to adopt green habits starting from the simplest actions.

iv. Enabling partnerships and Volunteerism

We will play our enabler role in connecting our community and corporate partners' resources and volunteerism, to serve the various needs in the community.

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

LIST OF ACTIVITIES

17 June (Day 1)		
Time	Activity	Location
7.30am	Brisk Walking (approx. 4km)	Starting from Choa Chu Kang Stadium, along Pang Sua Canal PCN
8am	Fun Swim*	Swimming Complex
	Water Activities <ul style="list-style-type: none"> • Ring Float Race • Water Basketball • Water Volleyball 	Swimming Complex
	Table Tennis Competition*	Sports Hall
	Kampung Games <ul style="list-style-type: none"> • Chapteh • Jenga • Congkak • Hopscotch • Tic-Tac-Toe • Five Stones 	Stadium
	Obstacle Inflatables	Stadium
	Bumper Soccer	Stadium
	Leader Board Challenges <ul style="list-style-type: none"> • Chapteh • Planking • Pull-Up 	Stadium
	Sports Displays and Try-Outs <ul style="list-style-type: none"> • CrossFit • Wheelchair Basketball 	Stadium
	Leader Board Challenges <ul style="list-style-type: none"> • Punch Challenge • Hug-A-Ton • Hammer Smash 	Foyer
	Sports Displays and Try-Outs <ul style="list-style-type: none"> • Boccia 	Foyer

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8.25am	Dance-Fit Sport Display & Try-Out	Foyer
8.40am	Qigong Sport Display & Try-Out	Stadium
9.25am	FitnessX (Zumba, Fight-Do) Sport Display & Try-Out	Foyer
9.30am	Family Telematch	Stadium
10am	Badminton Competition	Sports Hall

18 June (Day 2)		
Time	Activity	Location
7.20am	Running (approx. 10km)	Starting from Choa Chu Kang Stadium, along Pang Sua Canal PCN
8am	Basketball Competition*	Sports Hall
	Kids Futsal Competition*	Stadium
	Obstacle Inflatables	Stadium
	Bumper Soccer	Stadium
	Kampung Games <ul style="list-style-type: none"> • Chaptah • Jenga • Congkak • Hopscotch • Tic-Tac-Toe • Five Stones 	Stadium
	Obstacle Inflatables	Stadium
	Bumper Soccer	Stadium
	Leader Board Challenges <ul style="list-style-type: none"> • Chaptah • Planking • Pull-Up 	Stadium
	Leader Board Challenges <ul style="list-style-type: none"> • Punch Challenge • Hug-A-Ton • Hammer Smash 	Foyer
	Water Activities <ul style="list-style-type: none"> • Kayak • Ring Float Race • Water Basketball • Water Trampoline • Water Volleyball 	Swimming Complex

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8.25am	Dance-Fit Sport Display & Try-Out	Foyer
8.40am	Qigong Sport Display & Try-Out	Stadium
9.25am	FitnessX (Zumba, Fight-Do) Sport Display & Try-Out	Foyer
9.30am	Family Telematch	Stadium
10am	Badminton Competition	Sports Hall

**Registration Fees apply.*

LIST OF HEALTHY LIVING PROGRAMMES

North West Brisk Walking Club

North West Brisk Walking Club is suitable for residents of all ages to achieve a healthy lifestyle through brisk walking, while promoting community bonding and social cohesion.

North West Dance-Fit Club

North West Dance-Fit Club promotes a healthy lifestyle in residents through dancing. Members have weekly gatherings to dance and workout which help to improve their strength, stamina, and flexibility levels.

North West FitnessX Club

North West FitnessX Club offers four high-intensity exercises - CrossFit, Fight Do, Kpop Fitness and Zumba, as a fun way for residents to tackle cardio workouts and lead a healthy lifestyle.

North West Health Qigong Club

Together with Qigong Shi Ba Shi Association, North West Health Qigong promotes a healthy lifestyle through regular qigong exercise as well as to encourage active ageing among the residents.

North West Mental Wellness Club

Mental Wellness @ North West aims to raise awareness of mental wellness in the North West community, where Mental Wellness Ambassadors helps to support the North West community in developing resiliency, well-being, and help residents get access to mental health services early.

North West Running Club

North West Running Club provides a platform for residents to keep fit through group running activities by building up fitness level and stamina while exploring the district on foot.

North West Tai Chi Club

North West Tai Chi Club promotes health maintenance through regular Tai Chi exercises and allow Tai Chi practitioners to bond and forge friendships with each other.

RESIDENTS' PROFILES

Eillron Goh, 61

At 61, Eillron keeps an active lifestyle by exercising five times a week. She is a regular member of the North West FitnessX Club, participating in one of the high intensity workouts – CrossFit, which focuses on cardio training with professional trainers. Encouraged by her daughter, who is a cross-country marathon runner, she started actively exercising again when she turned 50 years old, after a long hiatus due to her busy schedule.

She shares, “Regular exercises not only keeps me fit, I also feel refreshed and look younger. To me, age is just a number, and my fitness level may not lose out to those who are younger than me!”

Mdm Kamisha Sumad, 64

Mdm Kamisha, who initially joined BWC to spend her time more meaningfully, has now served for over 13 years. From strangers to buddies, joining weekly walks with friends has kept her motivated to stay active, form new bonds and friendships, and she continues to encourage more residents to participate.

Since joining the club, she has seen an improvement of her physical and mental health. She became more health conscious and is always on a lookout at ways to stay active. She has successfully lost over 20kg from regular exercise, transforming into a leaner and more alert version of herself which she is proud of.

KEY TRANSLATION TERMS

North West Community Development Council (CDC)	西北社区发展理事会 / 西北社理会
North West District	西北区
Mr Alex Yam Mayor of North West District	任梓銘先生 西北区市长
HealthierSG Fest @ North West	健康 SG 嘉年华于西北
Healthy Living @ North West	健康生活于西北
North West Dance-Fit Club	西北健身舞蹈俱乐部
North West Brisk Walking Club	西北轻快步行俱乐部
North West Health Qigong Clubs	西北健身气功俱乐部
North West Tai Chi Club	西北太极俱乐部
North West FitnessX Club	西北健身 X
North West Running Club	西北健跑