



## **MEDIA FACTSHEET**

### **Active Ageing Carnival (AAC)**

Date : 23 & 24 August 2008

Time : 11am – 9pm

Venue: Ngee Ann City Civic Plaza and Orchard Road Pedestrian Walkway

The AAF kicks off on 23 August with a two-day Active Ageing Carnival that enables seniors to sample new sports, learn new skills, indulge in leisure and entertainment and interact with their peers. The carnival is designed to encourage seniors to challenge self-limiting beliefs and expand their horizons in a safe, fun and friendly atmosphere.

For example, Go-Karting and the Flying Fox will bring out the gung-ho, adventurous side of seniors. For others, C3A has lined up exhibitors from interest groups, community development organisations, government agencies and the commercial sector, providing a range of activities, programmes, products and services that cater to the different tastes and aspirations of seniors. The AAC also provides a platform for them to network with their peers, form new social networks and expand their social circle.

**(Guest-of-Honour: Mr Lim Boon Heng, Minister, Prime Minister's Office)**

### **Active Ageing Roadshows**

Date : September to November 2008

Venue : Throughout Singapore

The introduction of roadshows is a first for the AAF. With the support of the Community Development Councils (CDCs), C3A hopes to widen the outreach and spread the "active ageing, active living" message to the heartlands.

While each event is different and tailored to the needs of the CDCs, the underlying theme is to educate senior heartlanders on active ageing and bring to them the platform to take the first step towards being an active ager.

**Details of the CDC Roadshows:**  
(information correct as at 1 July)

| <b>CDC</b>        | <b>Dates</b>                                     | <b>Activities</b>   | <b>Venue</b>  |
|-------------------|--|---|---|
| North West        | 30 <sup>th</sup> Nov                             | Carnival – Group activities like brisk walk and Qigong exercises coupled with talent show featuring seniors singing / performing  | Causeway Point open field   |
| North East        | 25 <sup>th</sup> & 26 <sup>th</sup> Oct          | Carnival – Health talks & screenings as well as interactive activities and movies for seniors   | Hougang MRT open field  |
| South West        | 2 <sup>nd</sup> Nov                              | Carnival – Series of activities to engage the seniors by promoting the five healthy aspects of living – Eat Right, Exercise Regularly, Don't Smoke, Think & Live Positively and Keep Clean, Don't Spread Bugs | Horticulture Park   |
| South East        | 21 <sup>st</sup> Sep<br><br>28 <sup>th</sup> Sep | Carnival – Eclectic mix of mind-games, cultural performances, cooking demonstrations and mass exercises like Qi Gong  | 21 <sup>st</sup> - Bedok Adventure Park<br><br>28 <sup>th</sup> – Braddell Heights CC |
| Central Singapore | 12 <sup>th</sup> Oct                             | Brisk walk & carnival   | Fort Canning  |

**Active Agers Awards**

Nomination : 25 July to 30 August 2008  
Awards presentation : 4 October 2008, Cavenagh Bridge

The Active Agers Awards recognise seniors with a passion for life and who are enthusiastic about motivating other seniors to live an active life. Five winners will be selected as Active Agers of the Year to act as role models for their peers. Award winners are picked based on their ability to live their lives fully along the six dimensions of wellness – social, intellectual, physical, vocational, emotional and spiritual.

In addition, for 2008, the Council is also collaborating with Prudential Assurance Company Singapore (Pte) Limited and Infocomm Development Authority of Singapore (IDA) to present two special awards to seniors who

embrace active ageing in their own unique ways. The Active Agers - Prudential Prime Award 2008 will be given to the individual who best exemplifies a positive attitude towards ageing through the passionate pursuit of sports, activities and hobbies that are generally associated with younger people. The other, by IDA, named Active Agers - Infocomm Champion Award 2008 will be presented to an outstanding senior who embraces mobile and digital technology as an integral part of his or her daily life, thus proving that there are no age barriers in cyberworld.

### **Grandparents' Day**

Date : 23 November 2008  
Time : 9am – 12 noon  
Venue : Esplanade Park to Singapore Flyer

Grandparents' Day is a special day for grandchildren to show their appreciation to their grandparents and honour them for their contribution to family and society. And what better way to do this than by spending quality time with one's grandparents.

The highlight of C3A's Grandparents' Day celebration this year is a parade march from the Esplanade Park to the Singapore Flyer. Participants can look forward to fun-filled activities at the end of the walk such as concession rides on the Singapore Flyer.