



## Media release

### **Minister Lim Boon Heng launches Active Ageing Carnival**

Carnival aims to introduce seniors to wide range of lifestyle choices

**18 November 2007, Singapore** – Scaling rock walls, speeding down a race track behind the wheel of a “Ferrari”, swaying to the rhythmic moves of belly dancing, mastering the art of wine appreciation, roaring down the road on a big, mean Harley-Davidson – not the kind of things we tend to imagine seniors doing. But at the Active Ageing Carnival at Dhoby Ghaut today, all these will be familiar sights.

Organised by Council for Third Age, the Active Ageing Carnival is a free, one-day event that gives seniors the opportunity to experience a myriad of new, exciting activities not typically associated with older persons. This is the first time such a carnival has been held in Singapore. Mr Lim Boon Heng, Minister in the Prime Minister’s Office, is the Guest-of-Honour at this iconic event, which targets 7,000 participants.

Be it social, intellectual, physical, vocational, emotional or spiritual, there is something within the six dimensions of wellness for everyone.

The Council has taken bold steps to introduce adrenalin-pumping activities, albeit modified to be senior-friendly, such as paintball, rock-climbing and bungee trampoline at the Carnival. These activities, while physical in nature, are intended to dispel myths about ageing and encourage seniors to challenge self-imposed limitations about what they can or should do.

Seniors will also be able to improve their well-being in other dimensions of wellness through activities showcased by more than 70 booths. From arts and crafts to yoga, the Carnival provides a cross-section of the many activities available to seniors. If they are interested to pick up new hobbies, they can visit booths that allow them to try out gardening, crafts and knitting; should they be keen to expand their horizons, they can sign up for specially tailored travel packages as well as a variety of courses, and plug into the digital age by learning to blog and chat. Those gearing up for an active ageing lifestyle can also have their eyes, ears and joints checked, while others can have a go at financial planning games or join in the line dancing marathon. At the Carnival, seniors are also encouraged to share their time or skills by volunteering.

“Ageing is a natural process that starts from the minute we are born. The important thing is that, in the process of growing old, we should not forget to live. With the Active Ageing Carnival, we hope to present seniors with a multitude of lifestyle choices that they can embrace and that will bring meaning and purpose to their lives,” said Dr Aline Wong, Board Member, Council for Third Age. “More importantly, we hope to build a cohort of seniors that will set a new benchmark for ageing so that future generations of seniors can have a standard to aim for.”

In keeping with the theme of active ageing, senior volunteers will be playing their part at the Carnival in manning the booths and encouraging their peers to participate in the activities lined up for them. Furthermore, to make the event more senior-friendly, a number of seats have also been placed throughout the Carnival grounds for those who wish to rest and relax.

The Active Ageing Carnival marks the launch of Active Ageing Festival, a nationwide initiative organised by the Council for Third Age which is aimed at encouraging older Singaporeans to lead more meaningful and engaged lives as they age. For more information on Active Ageing Festival, log on to [www.activeageingfestival.com.sg](http://www.activeageingfestival.com.sg) now!

#### **About Council for Third Age**

Set up in May 2007, Council for Third Age is an independent body set up to promote active ageing, so that seniors can achieve a better quality of life in all the six dimensions of wellness – social, intellectual, physical, vocational, emotional and spiritual. The Council plays a leadership role in driving the thrust towards creating an active ageing culture in Singapore, and partners businesses, government agencies and statutory boards, as well as non-governmental and non-profit organizations to develop products and services that fulfill the needs and interests of seniors.

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