



## Media release

### Council for Third Age Rebrands Senior Citizens' Week

**10 October 2007, Singapore** – Council for Third Age (C3A), an independent body that promotes active ageing, today unveiled its first major initiative to debunk the conventional mindset on ageing with the launch of Active Ageing Festival (AAF). The Festival is an education and outreach campaign aimed at encouraging seniors to embrace a new concept on what it means to grow older. The AAF replaces Senior Citizens' Week.

*Active ageing* refers to a process and a mindset of optimizing opportunities to lead meaningful and engaged lives, where individuals take steps to enhance their quality of life by adopting an active lifestyle that involves staying in touch with friends, family and society.

“We need a fresh approach that is relevant to today’s society and one that resonates with our seniors,” said Gerard Ee, Chairman of C3A. “Taking into account the current demographics and profiles of our seniors today, we hope that the Festival will attract a large group of seniors who will become the early adopters of this new concept.”

Through the AAF, the Council hopes to communicate that “**seniors have choices**”. The Council has also introduced ‘*active agers*’ as a new term to refer to seniors who embrace the concept of active ageing and active living.

#### **Active Ageing Festival – it’s all about choices!**

The AAF is all about celebrating a whole new realm of choices and activities for seniors. Through the Festival, seniors will be introduced to a variety of activities and experiences that they can take up in order to embark on an active lifestyle. To encourage them to embrace an active lifestyle that is both stimulating and fulfilling, the Festival includes three core events:

- a) Active Ageing Carnival – Sunday, 18 November
- b) Grandparents' Day – Sunday, 25 November
- c) Active Agers Awards – Saturday, 1 December

### **Active Ageing Carnival**

The Active Ageing Carnival is a one-day event designed to encourage seniors to challenge self-limiting beliefs and expand their horizons in a safe, fun and friendly atmosphere. At the Carnival, seniors can seize opportunities to try out new activities not typically associated with older persons and sample a range of lifestyle choices open to them.

To make the Carnival accessible, it will be held at the open space above Dhoby Ghaut MRT station. Admission is free of charge to all.

### **Grandparents' Day**

While Singaporeans have taken to Fathers' Day and Mothers' Day, Grandparents' Day is not a widely celebrated occasion. To encourage the public to give grandparents their due recognition, the Council has stepped up efforts to raise public consciousness and participation in Grandparents' Day.

A highlight of Grandparents' Day is a 1-km "Gentle Walk" that has been organised for grandparents and grandchildren to enjoy a leisurely morning together at historic Singapore River.

This year, the Council is also enlisting hospitality and F&B outlets to participate in this celebration by offering special promotions to families that celebrate Grandparents' Day.

Traditionally, Grandparents' Day falls on the fourth Sunday of November. This year, it falls on 25 November.

### **Active Agers Awards 2007**

The Active Agers Awards replaces the Senior Citizens' Awards. In line with the active ageing, active living theme, the new award will recognise five seniors who embrace active

ageing within the six dimensions of wellness – social, intellectual, physical, vocational, emotional and spiritual.

A fresh set of collaterals that embodies the concept of active ageing and active living will be rolled out from 11 October. The Active Ageing Festival website [www.activeageingfestival.com.sg](http://www.activeageingfestival.com.sg) will be launched over the next two weeks.

### **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 and community organisations to develop products and services that fulfill the needs and interests of seniors.

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