



Join us to strengthen family bonds!

National Family Festival 2026

Family time begins with me!

What is National Family Festival?

An **annual** campaign to affirm the “Singapore Made for Families” vision and a call-to-action for the public, private and people sectors to strengthen families.

OBJECTIVES

Encourage individuals, corporates and society to '**Reimagine, Rediscover and Redesign**' how they create meaningful family moments, empowering everyone to embrace that '**Family time begins with me!**'

TARGET AUDIENCE

All families

NFF is for families with children of different ages, youths, intergenerational families, families with persons with disabilities



Recap of National Family Festival 2025



Onboarded over

360

corporate and community partners

Reached more than

850,000

participants

Joined by

680

volunteers

Good

media coverage



Overview for National Family Festival 2026

CAMPAIGN PERIOD

30 May – 28 June 2026

VISION

NFF to be established as a self-sustaining campaign with nationwide recognition



Reimagine

- Ways to better support and celebrate families in Singapore
- Roles the corporate, community and public can take on



Rediscover

- Activities and interests that binds families together
- Resources that families can enjoy



Redesign

- Stories and experiences family can create
- A family landscape that thrives with an ecosystem of support

Where can you find us in 2026?

*Tentative dates – follow our socials for more updates



**NFF Launch event at
Singapore EXPO – Preview
(closed-door for partners)**
29 May, 2pm – 6pm

**Advance notice is required.
Please RSVP and contact Jiahui
(details in last slide) by 31 March
2026 if you would like to bring
your network to the preview.**

**NFF Launch event at
Singapore EXPO – Public**
**30 & 31 May,
10am – 7pm**

Free and easy, not-ticketed

Look forward to exciting programmes at NFF 2026...

AT NFF LAUNCH EVENT AT SINGAPORE EXPO



Experiential interest-based family activities to explore



Exciting family sports try outs



Engaging stage performances for families to enjoy

AT NFF@MALLS ACTIVATIONS



Interest-based family activities to enjoy



Exciting partners programmes, deals and promotions to strengthen and celebrate family time



...and many other partner activities throughout the month!

Opportunities to engage your religious network



Invitation to the preview of NFF Launch event at Singapore EXPO

Partnership opportunity:

- Co-organise fun excursion to NFF Launch event at Singapore EXPO for your colleagues/network
- Make this your organisation's family day out



During NFF campaign period (May - Jul 2026)

Partnership opportunity:

- Co-brand your youth/family-centric events with FFL in support of NFF. FFL can provide in-kind sponsorship to complement your programme (refer to slide 8)
- Organise your own Family Days/ Bring Your Kids to Work Day for your network
- Co-organise FFL family wellness parenting/marriage talks/workshops for your network (refer to slide 9 for topics)



Alignment and amplification of family messages through publicity

Partnership opportunity:

- Promote NFF2026 events and/or FFL resources to your network through internal newsletters/social media platforms
- Include family messages into religious teachings and programmes

FFL in-kind sponsorship for your co-branded events

Becky Bunny Mascot Appearance



Becky Bunny Bouncy Castles



Speaker for corporate talks



FFL Game Sets



Goodie Bags and Prize items



Popular talks/programmes

which could be offered to your network

For families / intergenerational families

Cultivate emotional wellness and love language

Care for caregivers

For parents / grand-parents

Develop parent-child / family communication and relationship

Recognise different traits and strengths of children

For married / newly-wed couples' relationship

Understand it is a team effort and communicate trust

Learn healthy conflict management skills

For individual, mature and young adults

Adopt pre-planning:

- (a) Lasting Power of Attorney
- (b) Advance Care Planning
- (c) Central Provident Fund Nominations
- (d) My Legacy portal

Grand/Parenting programmes available.
E.g. Online sign-post, Positive Parenting Programme (Triple P)

Marriage programmes available. E.g. Prevention and Relationship Education Programme (PREP)



Let's collaborate and support families in Singapore!

Please RSVP your interest for the exclusive preview of NFF Launch event at Singapore EXPO via this link here →

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Contact Jiahui at
(MAI_jiahui@msf.gov.sg)
to explore opportunities

Thank you 😊

