

FAMILY  A-FAIR @ SINGAPORE EXPO 2007
28TH DEC 2007 TILL 1ST JAN 2008 (5 DAYS)

Event

It is first of its kind Family Lifestyle 5-Day Carnival on the theme of "LOVE" where it aims to promote and enhance the relationship and love within family members and most importantly, fostering family bonding.

We are targeting at more than 100 products and services on display – all family-themed, featuring family-related products and services such as Automobile; Household Furnishings; IT & Technology; Education & Training; Finance & Insurance; Sports & Recreation; Health & Wellness; Wedding; Fashion; Travel & Leisure services, etc.

We are also featuring a multi-racial Food Haven of more than 100 booths from many different popular and famous restaurants and eateries for visitors to savours. We have also allocated an area for inflatables, joy rides, games stalls dedicated just for children and kids to have unlimited joy & fun.

We have lined-up many interesting programmes for the 5 days such as "Love Talks" where Celebrity and Ordinary Couples have been invited to share their real-life love stories and how they maintain a long-lasting & loving relationship with their spouse.

Other special Programmes are for family participation such as Family Secret Recipes – an inter-generational cooking competition for the whole family to bond and have fun while they dish up their family secret recipes. There are many other interactive games for the family participation on stage daily.

There will be lots of other stage performances such as music & dance, creative workshops and other educational talks as well.

Please be informed that this event is supported by **Singapore Tourist Promotion Board**.

Highlights

The 1st Highlight is the Opening Ceremony will be graced by a Minister with extensive press coverage on the 29th Dec 2007 (Saturday).

The major highlight is the **Countdown Party 2008** on the 31st Dec 2007 followed by a "Re-dedication of Love Ceremony" for 120 couples on the 1st minute of Jan 2008 led by the Guest-of-Honour and they will be blessed by all the different religious leaders. It is the most important thing to do for the coming New Year and nothing beats a strong loving relationship between husbands and wives and it should be the utmost priority for all married couples.

It is an event not to be missed by anyone.

Community Involvement

The Special highlight will be the "**Tree of Love**" where everyone are encouraged to pledge Love messages to their Loved ones and hang it on the Tree of love. At the same time, they will donate a minimum of \$2/- for each pledge. We are targeting to raise at least \$300,000/- for Children-At-Risk Empowerment Association (CARE) Singapore, which is a registered Charity and Institution of Public Character (IPC). (www.caresingapore.org)

There will also be a 2-day record breaking attempt for **Mobile Blood Drive** on the **28th & 29th Dec**, we are aiming to collect the most no. of units of blood for the Singapore Red Cross / Blood Bank.

We are also inviting seniors from the various elderly homes and the youth-at-risks to visit the fair, play the stall games as well as savour the food on a complimentary basis.

Publicity

We wish to stress that it is a super long weekend (28th Dec 2007 till 1st Jan 2008) and all the 8 halls of EXPO are fully booked and occupied for various events. Hence, the expected crowd turn-out will be great, with an expectation of more than *500,000/- visitors*.

We will publicise this event through various newspaper advertisements, magazines, publications, online media and through radio broadcast. Moreover, we will be inviting our own database of about 100,000 plus members to attend the fair.

In addition, publicity materials such as 500,000/- flyers and leaflets will be distributed around the whole of Singapore at various MRT Stations one to two weeks before the event. And 2 giant banners will be displayed prominently at the Singapore Expo before and during the event period.

Invitation

We would like to invite your Company to support and participate in this meaningful event by taking up a booth to market your product and services to the expected crowd of 500,000/- people. (Please refer to enclosed Booth Booking Form)

As we are a non-profit organisation, we wish to state categorically that this event is 100% organised and self-managed solely by volunteers and none of us are paid for the time and hard work which we put in for almost a year. The entire project surplus will be channelled to CARE Singapore.

Meanwhile, please feel free to contact the undersigned at 9338-9898 or our Project Vice Chairman (Programme & Exhibition) – Maj (Ns) **Leong Yue Weng @ 9337-0901** or email him at leongyueweng@gmail.com for any more information or further enquiries.


We shall look forward for your participation please, thank you.

Warmest regards

Jaycen Lim (Dr)

Project Chairman (Volunteer)

On behalf of the Organising Committee

Family  A-Fair @ Singapore Expo 2007

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