

For Immediate Release

NeuGen organises its largest Family Day for over 100 low-income families of reformed offenders

Singapore, 13 July 2024 - This morning, NeuGen Fund ('NeuGen') welcomed a record turnout of close to 450 parents and children to its annual Family Day at Bird Paradise. A first for many, the attendees were buzzing with excitement as they entered the beautiful and colourful aviaries at the largest bird park in Asia.

Assoc Prof Muhammad Faishal Ibrahim, Minister of State, Ministry of Home Affairs & Ministry of National Development, was the Guest of Honour for the occasion. In his speech, he underscored the importance of spending quality time and building strong connections, while commending NeuGen and its stakeholders for their continuous efforts in this aspect.

Aimed at promoting family bonding, the highlight for the day was none other than the Amazing Race where participants were tasked to seek and accomplish interesting 'missions' at various stations located in the park. During the half-day event, they were treated to delightful meals and the widely anticipated lucky draw where some walked away with attractive prizes for their families.

This meaningful event was made possible by the generous contribution by venue sponsor Mandai Wildlife Group and corporate sponsors namely Baker McKenzie Wong & Leow, Julius Baer and Allen & Gledhill who have also activated their employees to volunteer for this event. With a large pool of more than 50, the dedicated volunteers came in ready to take on roles such as race facilitators, emcees, photographers, ushers, transport coordinators and others to ensure a smooth and joyful experience for all beneficiaries.

The Family Day is one of the key initiatives under NeuGen's My NeuOhana pillar. Since 2018, NeuGen has been steadfast in its mission to empower the children and families of reformed offenders, with a primary focus on preventing intergenerational offending. This noble cause is pursued through a holistic approach and proactive interventions across the pillars of education, personal voice, growth, and a nurturing environment.

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About NeuGen Fund

Established in 2018, NeuGen Fund (“NeuGen”) is a registered charity with an Institution of a Public Character¹ status established to serve children and families of reformed offenders. Through the Neu Empowerment Model, NeuGen engages beneficiaries through various academic and pro-social initiatives with the long-term objective of preventing intergenerational offending.

Intergenerational offending is not an easy challenge to crack. When a family member commits an offence, family members are not only affected in terms of livelihoods and discrimination, but such situations can result in a gravity pull to keep the children within vicious cycles of crime.

NeuGen seeks to amplify its impact by reaching out to more children and families in such situations and fulfil its vision of shaping a caring and inclusive society where lives are rebuilt to be productive and self-reliant. If you are an individual or organisation who believes in our cause, reach out to us on how you can help at hello@neugen.org.sg.

Website: www.neugen.org.sg

Follow us on Facebook, Instagram and LinkedIn: **NeuGen Charity**

Media Contact:

Looi Jo-Anne

Senior Assistant Director
Comms & External Relations
Mobile: 8233 2810
Email: joanne@iscos.org.sg

Belle Mah

Manager
Comms & External Relations
Mobile: 9880 7091
Email: belle@iscos.org.sg

¹ Institutions of a Public Character (IPCs) are exempt or registered charities which are able to issue tax deductible receipts for qualifying donations to donors. In other words, donors can claim tax relief from their assessable income based on the amount donated, at prevailing deduction rate. As this makes IPCs more appealing to donors in attracting donations, these organisations are rightfully held to a higher standard, both in terms of regulatory compliance as well as governance.

